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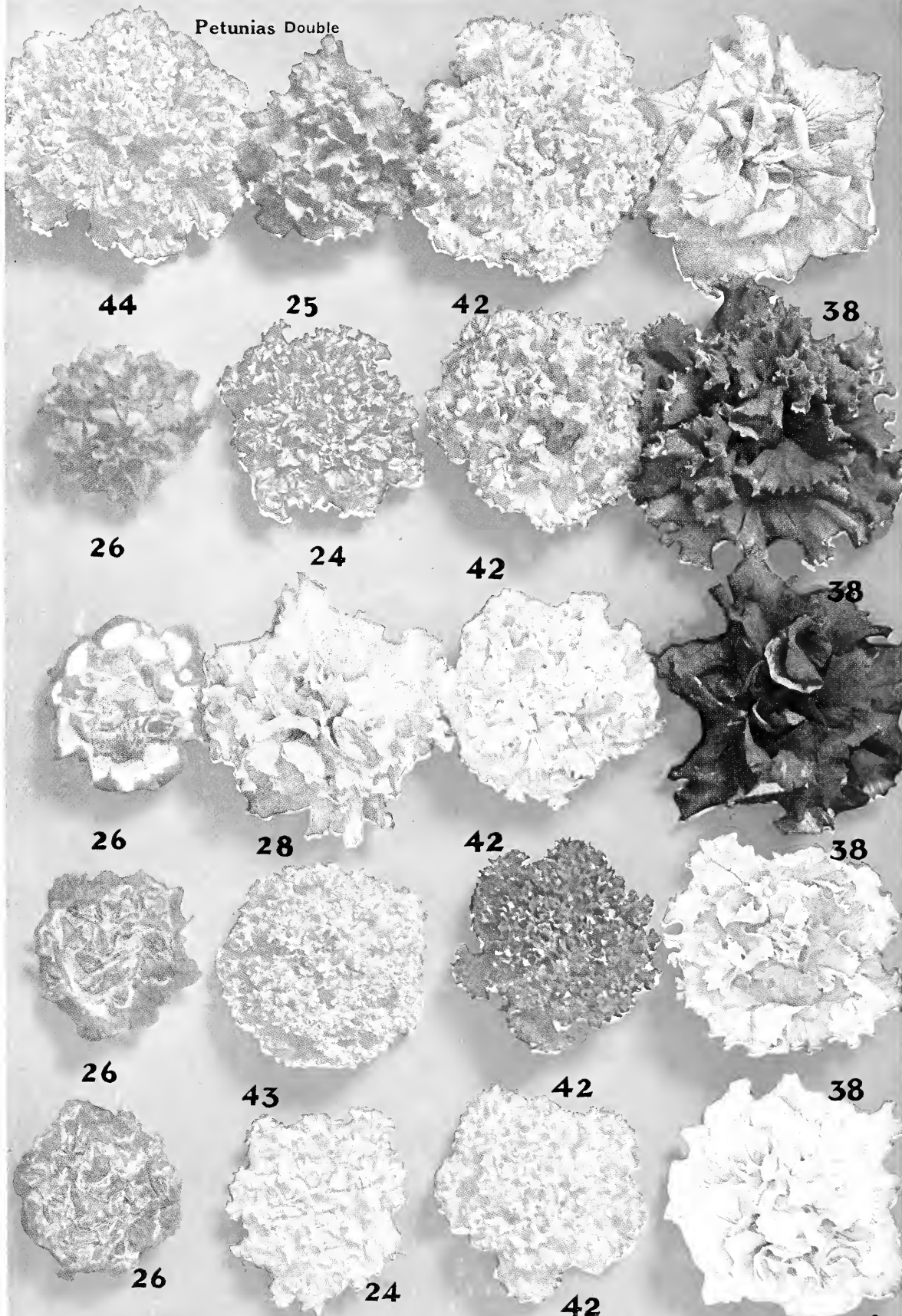
Double Dahlia  
Richard Diener

Richard Diener

OXNARD, CALIF.

1932 Catalogue

Petunias Double



FOUR FLOWER  
TYPES OF 26

FIVE FLOWER  
TYPES OF 42

FIVE FLOWER  
TYPES OF 38

# ORDER SHEET

RICHARD DIENER, Oxnard, California, U. S. A.

Write your letter on a separate sheet of paper.

PLEASE PRINT NAME AND ADDRESS

Date..... 19.....  
State amount enclosed.

Post Office Order .....

Express Money Order .....

Bank Draft .....

Cash, Notes and Silver.....

Postage Stamps .....

Total .....

Your Name.....

Post Office.....R. F. D. No.....

County..... State.....

Avenue 2000

Please state whether Avenue or Street.

Express or	If different
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Freight Office from P. O.....

RICHARD DIENER gives no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs or plants sent out, and will not be in any way responsible for the crop other than replace bulbs untrue to name. If the purchaser does not accept the goods on these terms, they are at once to be returned.

Quantity

## Names of Seeds and Bulbs Wanted

**Price**[illegible]

Kindly use this sheet for ordering only, not for correspondence. Amount carried forward

[illegible]

RICHARD DIENER, OXNARD, CALIFORNIA







RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.



*Richard Diener*

## **To My Friends And Customers**

Once again I extend my formal greetings to the world of flower lovers. With thousands of my customers I am renewing an acquaintance begun many years ago. To other thousands I am bringing my catalogue of Diener floral originations for the first time. In this 1932 edition there is much of interest to everyone who loves and works with flowers.

The Petunias which are now my greatest specialty are again up to the high quality that they were at my former location at Kentfield but here, in this wonderful, frostless climate, I am able to raise Petunia seeds almost all year out of doors for this part of California, Ventura County, is a Paradise for flowers and I have regretted many times that I did not settle here sooner rather than in northern California, where floods and other unfavorable conditions had hampered my work so badly. I have made great improvements in many ways with Petunias and they stand supreme the world over for it was my work which brought them to their present popularity in all countries. I have worked hard on new types and colors which are already in existence here and the seeds will go on the market as fast as they are ready. I have a great amount of new Gladiolus of great merit growing under test, also Dahlias and many other plants. In spite of the bad financial condition I have had a good season and my list of customers has nearly doubled. Most of the products offered in this catalogue are my own originations and my lifelong experience in the flower game in Europe and America will insure the best of service, the principal on which my business is built.

Cordially,

**RICHARD DIENER.**

### **Notice To Foreign Customers**

Remit by Postal Money Orders from foreign countries. Do not remit by personal checks.

### **Canadian Customers Please Note**

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

### **Terms Of Sale**

**PRICES:** The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

**GUARANTEE:** I exercise every care to ship only first class stock, but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found to be not true to name should be retained by the customer and I shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I shall correct any error as I shall not consider our transaction complete until you are absolutely satisfied.

Cash with order or in advance of shipment. I shall accept unused U. S. postage stamps up to the amount of fifty cents.

**POSTAGE:** We prepay postage anywhere in the United States and Canada on orders amounting to \$2.00 and over on Gladiolus bulbs. On orders of Gladiolus bulbs amounting to less than \$2.00, add 25 cents to cover postage. Orders for plants and Amaryllis bulbs will be sent Express Collect.

**TERMS: CASH WITH ORDER.** Remit by bank draft, express or postal money orders. **CANADIAN CUSTOMERS PLEASE REMIT BY POSTAL MONEY ORDERS. DO NOT REMIT BY PERSONAL CHECKS. POSITIVELY NO C. O. D. ORDERS ACCEPTED.**

My season for bulb shipping takes place from October 1 to May 1.

Write your address plainly as I had orders last year which I was unable to get into the hands of the purchaser. If your handwriting is poor, please print your address.

### **Order Early**

All orders are filled promptly the day they come in or the day after. If you do not receive your order in two weeks please notify us promptly as there have been occasions where people sent orders which we did not receive. In such a case please repeat the order so an immediate replacement of goods can be made.

Order your Petunia and Dahlia seeds or bulbs early as they might easily be damaged if carried around by the postman in zero weather and exposed to frost for hours.

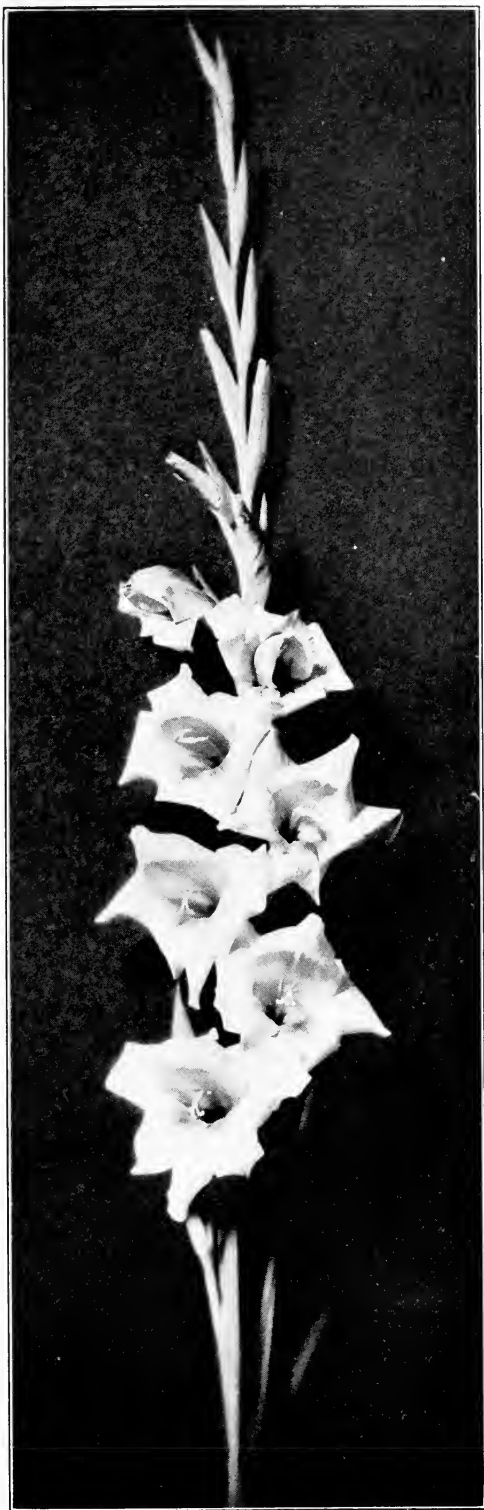
**SUBSTITUTION:** In the latter part of the season we may be out of some varieties so please give me your second choice. In case no substitution is desired please advise us in your order.

**PACKING:** Through years of experience I have worked out the most satisfactory method of packing seeds and bulbs and there is very little possibility of damaging the same in transit, either by frost or moisture.

### **Location**

OXnard is located midway between Los Angeles and Santa Barbara in Ventura County. My Nursery is closed to visitors on Sundays and holidays. However, on special occasions, if requested a day or two in advance by mail or phone, my premises will be open. Phone Oxnard 463.

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.



THE NEW WONDER GLADIOLUS  
"SPIRIT OF ST. LOUIS"

Victoria, B. C., Canada,  
October 10, 1930.

Richard Diener,  
Oxnard, Calif.

Dear Sir: Last fall I purchased six Spirit of St. Louis from you and it turned out far better than you have described it. I am ordering another shipment as I am sure that next fall to have a big demand for it. It certainly does make an ideal cut flower. It is perfect in every way and I congratulate you as you are keeping up your reputation for bringing out good reliable stuff.

Yours respectfully,

F. G. BROWNE.

\* \* \*

Encinitas, Calif.,  
June 30, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Mr. Diener: Last fall I got some Spirit of St. Louis bulbs from you to try it out. They are now in bloom and I am very much impressed with them for commercial purposes. It is a lovely color, fine spike even from the small bulbs purchased and it seems to keep its color after being in the house for several days. I am looking about for one or two good, out of the ordinary shades to add to my flock for next year and I like the Spirit of St. Louis very much indeed.

Yours very truly,

MRS. J. F. MCKITRICK.

\* \* \*

Oswego, New York,  
September 4, 1930.

Richard Diener,  
Oxnard, Calif.

Dear Sir: Just a few lines to tell you of the fine results I had with your Gladiolus bulbs. I had some of your Dr. Bennett and some Spirit of St. Louis. Every one bloomed and the Spirit of St. Louis was a wonder, so different from any other. And over 700 that I grew, they were the first to bloom, and you know what that means.

Yours truly,

RICHARD PEARSON.

\* \* \*

South Bridgton, Me.,  
August 1, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Mr. Diener: I must write you about one of your Glads now in bloom, the Spirit of St. Louis. I bought a half dozen only last spring and small ones at that. This Gladiolus is astonishingly beautiful. I only regret that I do not have more of this variety. I must put it in my list of "Five Best" which also includes another of your productions. Mr. W. H. Phipps.

Sincerely,

REV. E. W. RANKIN.

### Gladiolus Price List

Those who want bulbs of any of the varieties mentioned in the catalog but do not want them until spring should send their orders in now and we will pack and hold them until the date fixed for shipping. In this way you will be sure to get what you want. After February, we might be out of many varieties, as our stock is not any too plentiful in some varieties.

We will have only large size and half size bulbs this year, as the smaller sizes will all be needed for propagation.

### Substitution

If any variety is out of stock, we will substitute a similar variety unless otherwise instructed, so it is best to state in your order whether or not we shall substitute.

### Spirit Of St. Louis (Gladiolus)

This new, wonderful Glad has made good everywhere in this country as well as in Australia, and New Zealand. I have received the finest reports of it from all over. According to Ridgeway's color guide, the color is Carnelian red. However, for those who are not acquainted with this book, it would be described as orange. It is perfect in every way. Spikes are four to five feet tall with five to eight large open flowers perfectly placed. A very healthy grower and good propagator. Bulblets mostly flower from four to five months after planting.

Spirit of St. Louis is one of the finest and most perfect Gladiolus ever produced and will be one of the most widely grown varieties, commercially. Bulbs flower 60 days after planting. The bulbs of this variety are quite small and it is surprising what a large spike such a small bulb will bring.

	Each	Dozen	Hundred	Thousand
Large .....	.25	2.50	15.00	100.00
Medium .....	.75 for 6 bulbs	1.25	7.50	50.00
Bulblets .....	-----	-----	2.00	-----
	* * * * *			

Richard Diener,  
Oxnard, Calif.

Aiea, Oahu, HAWAII,  
March 26, 1931.

Dear Sir: Spirit of St. Louis is truly a wonderful Glad. The bulb you sent me flowered in sixty days, the spike being four feet tall and having sixteen large flowers with seven open at one time. As for placement I have never seen better. Really a perfect Glad.

Yours truly,

MR. A. BOWMAN.

\* \* \* \* \*

NOTE: Half Size Bulbs Sold in Dozen Lots Only.

<b>"ALICE TIPLADY" (Kunderd)</b>			<b>Large</b>	<b>1/2 Size</b>
A very popular Primulinus. Grenadine orange.		Each	.10	-----
Many flowers open at one time.		Doz.	1.00	.50
<b>"ARISTOCRAT" (Bill)</b>			<b>Large</b>	<b>1/2 Size</b>
Tall straight spike. Color pale saffron flaked orange. A real aristocrat among Glads.		Each	.20	-----
		Doz.	2.00	1.00
<b>"ANNA EBERIUS" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Deep rhodamine purple, shading into very deep bordeaux center. This variety has created a sensation everywhere with growers and amateurs alike.		Each	.10	-----
		Doz.	1.00	.50
<b>"CARMELITA" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Smoky pink blotched and striped with steel blue. Yellow and slate tips. Very large flowers.		Each	.50	-----
		Doz.	5.00	2.50
<b>"COPPER BRONZE" (Kunderd)</b>			<b>Large</b>	<b>1/2 Size</b>
Copper bronze color.		Each	.20	-----
		Doz.	2.00	1.00
<b>"DIANA"</b>			<b>Large</b>	<b>1/2 Size</b>
One of the very best early bright reds		Each	.25	-----
		Doz.	2.50	1.25
<b>"DIENER'S AMERICAN BEAUTY" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Brilliant American Beauty color. Throat creamy yellow striped with ruby. One spike opening a large number of flowers at one time forms an immense bouquet. Flowers very large.		Each	.10	-----
		Doz.	1.00	.50
<b>"DR. F. E. BENNETT" (Diener)</b>				
Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size with many opening at once. Most perfect red we have ever seen.		Each	.20	-----
		Doz.	2.00	1.00

# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

<b>"DR. VAN FLEET" (K P G)</b> Tall, beautiful rose pink with a cream throat.	Each	Large .10	1/2 Size .....
	Doz.	1.00	.50
<b>"ELF" (Diener)</b> Lemon yellow when in bud. Open flowers pure white. Lip delicate lemon. Large flowers on a perfectly built spike.	Each	Large .15	1/2 Size .....
	Doz.	1.50	.75
<b>"E. J. SHAYLOR" (Kunderd)</b> Rose pink.	Each	Large .10	1/2 Size .....
	Doz.	1.00	.50
<b>"EVELYN KIRTLAND" (A)</b> Frosted pink. A beauty.	Each	Large .25	1/2 Size .....
	Doz.	2.50	1.00
<b>"GERALDINE FARRAR" (Diener)</b> Pale lavender-violet with deep violet spot on the lip. Growth is very strong and vigorous. Still the best all around blue in Gladiolus so far produced.	Each	Large .25	1/2 Size .....
	Doz.	2.50	1.25
<b>"GLADIS PLATH" (Diener)</b> Mallow purple, darker near the outer edges of the petals. Large crimson spot on the lip. White stripe through each petal. Orchid flowering. Very beautiful.	Each	Large .25	1/2 Size .....
	Doz.	2.50	1.25
<b>"GLENDALE" (Davis)</b> Dark American Beauty rose color. Good keeper.	Each	Large .15	1/2 Size .....
	Doz.	1.50	.75
<b>"GLORIANA" (Betscher)</b> Rich salmon pink with creamy throat. Many flowers open. Excellent propagator. Extra fine.	Each	Large .20	1/2 Size .....
	Doz.	2.00	1.00
<b>"HENRY FORD" (Diener)</b> Very dark rhodamine purple shading into deeper tones near the center. Very clear color. Good propagator.	Each	Large .10	1/2 Size .....
	Doz.	1.00	.50
<b>"J. A. CARBONE" (Diener)</b> Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Fine, long, well built spikes. One of our largest and finest productions.	Each	Large .25	1/2 Size .....
	Doz.	2.50	1.25
<b>"JACK LONDON" (Diener)</b> Light salmon with vermillion stripes. Canary yellow throat with ruby stripes. It is perfect in every way.	Each	Large .15	1/2 Size .....
	Doz.	1.50	.75
<b>"JEWEL" (C. Z.) (Primulinus)</b> Pink with yellow throat. Tall spike.	Each	Large .20	1/2 Size .....
	Doz.	2.00	1.00
<b>"JULIANA" (Primulinus)</b> Empire yellow edged with peach red.	Each	Large .15	1/2 Size .....
	Doz.	1.50	.75
<b>"LONDON SMOKE" (Diener)</b> Corinthian red shading into bordeaux on the outer edges of the petals. Fine light stripe running through the center of each petal. Lip speckled with ruby. Large flowers, long spikes.	Each	Large .25	1/2 Size .....
	Doz.	2.50	1.25
<b>"MARIE KUNDERD" (Kunderd)</b> A ruffled white.	Each	Large .15	1/2 Size .....
	Doz.	1.50	.75
<b>"MARIETTA" (M)</b> Light salmon. Lower petals shading into deep burnt orange. Large flowers, fine spike. Vigorous variety. Scores very high.	Each	Large .25	1/2 Size .....
	Doz.	2.50	1.25
<b>"MIDSUMMER DREAM" (Kunderd) (Primulinus)</b> Large geranium red.	Each	Large .10	1/2 Size .....
	Doz.	1.00	.50
<b>"MING TOY" (Kunderd) (Primulinus)</b> Buff and yellow.	Each	Large .10	1/2 Size .....
	Doz.	1.00	.50

# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

<b>"MRS. JOHN R. WALSH" (Ruffled) (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Heavily ruffled, flesh pink. Three lower petals of flame shading into dark ruby at the throat. Flowers are very large. It is a magnificent variety that should be in every collection.		Each	.25	.....
		Doz.	2.50	1.25
<b>"MRS. NEWELL VANDERBILT" (Ruffled) (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Light salmon pink, heavily ruffled. Throat sulphur yellow, mottled and striped with crimson. Large flowers.		Each	.25	.....
		Doz.	2.50	1.25
<b>"MRS. F. C. PETERS" (Fischer)</b>			<b>Large</b>	<b>1/2 Size</b>
Amaranth pink with purplish blot in the throat. Tall straight spike.		Each	.10	.....
		Doz.	1.00	.50
<b>"MRS. H. E. BOTHIN" (Ruffled) (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Light geranium pink, heavily ruffled. Flame scarlet center. Strong, well built spikes; first class show and cut flower variety.		Each	.10	.....
		Doz.	1.00	.50
<b>"MRS. J. K. ARMSBY" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Coral pink, delicately penciled with vermilion near the edges. Throat cream, speckled with ruby. Flowers very large, a great many opening at one time, and of great lasting quality.		Each	.25	.....
		Doz.	2.50	1.25
<b>"MRS. FRANK WHITE" (White)</b>			<b>Large</b>	<b>1/2 Size</b>
A white Gladiolus of large size which has taken prizes wherever shown here. In hot weather it has a lavender sheen which even increases its attractiveness. Has eight to ten flowers open at one time which keep well.		Each	.50	.25
		Doz.	5.00	2.50
<b>"MRS. LEON DOUGLAS" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Ground color begonia rose striped with flame and slightly speckled with ruby. It is the largest Gladiolus of commercial value and has taken first prizes in every show where exhibited. On account of its fine growth and well carried flowers it is grown in large quantities everywhere.		Each	.25	.....
		Doz.	2.50	1.25
<b>"MRS. TRUXTON BEALE" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Cream, rose pink striped, very open flowers. Lip yellow and brown, sprinkled. Long, well built spikes. A beauty.		Each	.50	.....
		Doz.	5.00	2.50
<b>"MR. W. H. PHIPPS" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
La France pink overlaid with light rose salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Gladiolus.		Each	.20	.....
		Doz.	2.00	1.00
<b>"NANCY HANKS" (Salbach)</b>			<b>Large</b>	<b>1/2 Size</b>
Apricot to orange. A very fine Primulinus.		Each	.10	.....
		Doz.	1.00	.50
<b>"POLA NEGRI" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Apricot with yellow lip, shading into old rose and salmon on the outer edges. One of the loveliest color combinations ever seen.		Each	.10	.....
		Doz.	1.00	.50
<b>"RICHARD DIENER" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Pure geranium pink with a slight sprinkling of ruby on creamy yellow center. Large flaring blossoms, rivaling an orchid in beauty. The acme of perfection in coloring.		Each	.15	.....
		Doz.	1.50	.75
<b>"ROSE ASH" (Diener)</b>			<b>Large</b>	<b>1/2 Size</b>
Corinthian red shading into ashes of roses on the outer edges. Lower petals light yellow speckled with ruby. Flowers large and well placed. A Diener origination.		Each	.10	.....
		Doz.	1.00	.50
<b>"ROMANCE" (Kunderd)</b>			<b>Large</b>	<b>1/2 Size</b>
Rose pink with all the petals edged steel blue. Tall spike with many large flowers open at one time. A very distinctive and beautiful variety.		Each	.25	.....
		Doz.	2.50	1.25
<b>"SHAILA" (C) (Primulinus)</b>			<b>Large</b>	<b>1/2 Size</b>
Early light salmon.		Each	.10	.....
		Doz.	1.00	.50

# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

<b>"SOUVENIR" (Hol.) (Primulinus)</b> Deep yellow. Very early. Long, perfect spikes.	Each	Large .10	1/2 Size .50
	Doz.	1.00	
<b>"TIFFANY" (Brown) (Primulinus)</b> Pure white. A winner.	Each	Large .10	1/2 Size .50
	Doz.	1.00	
<b>"WHITE BUTTERFLY" (Kunderd) (Primulinus)</b> Pure white. A beauty.	Each	Large .10	1/2 Size .50
	Doz.	1.00	
<b>"YOSEMITE" (Diener)</b> Geranium red shading into rose doree. Light stripe through the center of each petal. Lip pale lemon yellow. Flowers very large and open. Spikes often reach a height of seven feet.	Each	Large 1.00	1/2 Size 5.00
	Doz.	10.00	
<b>"ORANCO" (New Primulinus)</b> Pale orange yellow, striped with soft red, scarlet spot in three upper petals. Flowers 4 inches, spikes 3 to 4 feet tall. An exceptionally fine Primulinus for cut flowers. Bulbs are very disease-resisting and flower fifty to sixty days after planting. It is one of the best Primulinus coming. Plant all you can of it.	Each	Large .10	1/2 Size .50
	Doz.	1.00	
<b>"SCARLET WONDER" (Cowee)</b> Immense, brilliant red.	Each	Large .25	1/2 Size 1.25
	Doz.	2.50	
<b>"PURPLE GLORY" (Kunderd)</b> Deep purplish red. Well ruffled. Large.	Each	Large .25	1/2 Size 1.25
	Doz.	2.50	

## Gladiolus Bulbs Mixed

These are mixed bulbs from my 1927 crossings from best varieties existing. They are of all types of Gladiolus except Tristis. They are only the most outstanding seedlings selected therefrom and many gems will be found among them as many have not had the chance to really show what they are but as I have a great many under observation already and many new ones coming on, it is necessary to dispose of them.

	Dozen	Hundred	Thousand
Large .....	50c	\$3.00	
Medium .....		1.50	
Bulblets .....			\$5.00

Concerning the size of bulbs, the prevailing idea of most customers is that a larger spike is expected from the larger bulb. This is wrong. A well grown and properly cured bulb measuring 1 1/4 inches to 1 3/4 inches will make a better flower spike and will flower more certain than an overfed two or three inch bulb which in many cases will bring only a lot of leaves and no flowers whatever.

## Diener's Gladiolus Hybrid Seeds

(From latest crossings)

These seeds were taken from all the Hybrids obtained from my crossings of the last few years, I having used the best kinds in existence, of all types. You can expect some great things from them. This is the best you can get anywhere in the world at the lowest price.

(About) 200 Seeds..... 50c      (About) 1000 Seeds..... \$2.00

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Middletown, N. Y.,  
August 8, 1931.

Dear Mr. Diener: In the spring of 1929 I purchased \$5.00 worth of Gladiolus seeds from you. I had blooms from some of the seeds the first year and everything is blooming this season and the most gorgeous sight you ever saw. There are thousands of the blooms and I wish you could be here to see them. Really they make the other Glads I have had and supposed to be most excellent varieties look awful cheap, in fact, many of them are finer than anything I ever saw and I have attended several of the large shows.

Yours truly,

A. R. DEMING.

# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

## Gladiolus Collections

The collections listed below are arranged to appeal to the home gardener. They offer an inexpensive means of acquiring some of the most famous creations. Should our stock of any variety listed become exhausted, we will substitute a bulb of equal or greater value.

### COLLECTION NO. 1

Regular price \$4.00. Collection price \$3.00. Includes one bulb each of the following:

W. H. Phipps—La France Pink.....	.20
Mrs. Leon Douglas—Begonia Rose..	.25
J. A. Carbone—Orange Salmon.....	.25
Mrs. J. R. Walsh—Flesh Pink.....	.25
Mrs. J. K. Armsby—Coral Pink.....	.25
Richard Diener—Geranium Pink.....	.15
Mrs. Rich. Lohrmann—Shell Pink....	.25
Dr. F. E. Bennett—Peach Red.....	.20
Gladis Plath—Mallow Purple.....	.25
London Smoke—Corinthian Red.....	.25
Mrs. Truxton Beale—Rose Pink.....	.50
Spirit of St. Louis—Orange.....	.25
Scarlet Wonder—Brilliant Red.....	.25
A. W. Hunt—Flame Orange.....	.25
Carmelita—Smoky Pink.....	.50

### COLLECTION NO. 2

Regular price \$2.35. Collection price \$1.50. Includes one bulb each of the following:

Jack London—Salmon.....	.15
Richard Diener—Geranium Pink.....	.15
Diana—Red .....	.25
Anna Eberius—Rhodamine Purple....	.10
Mrs. H. E. Bothin—Geranium Pink..	.10
Rose Ash—Corinthian Red.....	.10
Mrs. Newell Vanderbilt — Salmon Pink .....	.25
Diener's Amer. Beauty—A beauty, Red .....	.10
Henry Ford—Purple.....	.10
Pola Negri—Apricot.....	.10
Dr. Van Fleet—Rose Pink.....	.10
Salome Jane—Geranium Pink.....	.25
Mrs. F. C. Peters—Amaranth Pink....	.10
Purple Glory—Deep Purplish Red....	.25
Evelyn Kirtland—Frosted Pink.....	.25

### COLLECTION NO. 3

(Primulinus Grandiflora)

Regular price \$2.15. Collection price \$1.00. Includes one bulb each of the following:

Ming Toy—Buff Yellow.....	.10
Copper Bronze—Copper Bronze.....	.20
Nancy Hanks—Apricot.....	.10
Gloriana—Salmon Pink.....	.20
Marietta—Light Salmon.....	.25
Romance—Rose Pink.....	.25
Jewell—Pink and Yellow .....	.20
Aristocrat—Saffron Flaked Orange..	.20
Alice Tiplady—Grenadine Orange....	.10
Allen V. Bunce—Vivid Orange Yel- low .....	.25
Sulphur Frills — Sulphur Yellow Frill .....	.15
Gladdy Boy—Strawberry Pink.....	.15

### COLLECTION NO. 4

(Primulinus)

Regular price \$1.55. Collection price \$.75. Includes one bulb each of the following:

Souvenir—Yellow .....	.10
Alice Tiplady—Grenadine Orange....	.10
Midsummer Dream—Geranium Red..	.10
Copper Bronze—Copper Bronze.....	.20
White Butterfly—White.....	.10
Jewell—Pink .....	.20
Juliana—Yellow .....	.15
Shaila—Salmon .....	.10
Nancy Hanks—Apricot.....	.10
Gloriana—Salmon Pink.....	.20
Oranco—Pale Orange Yellow.....	.10
Tiffany—Pure White.....	.10

## Gladiolus Seeds

These are from named varieties of all large flowering types, mixed, not including Tristis Hybrids. (About) 1000 Seeds..... \$1.00

### Gladiolus Seeds of the New "Spirit of St. Louis"

500 Seeds ..... \$1.50      1000 Seeds ..... 3.00

### Diener's 1929 Gladiolus Hybrid Tristis Seeds

This year I have saved all the seeds from those fragrant seedlings of the wild species, Gladiolus Tristis, crossed with Prince of Wales and Pendleton. This gives anyone a chance to raise stock from the Hybrids who wishes to do so. They are very vigorous growers and will have a successful future for winter cut flowers.

Directions for planting:

The seeds should be handled like Freesias. Sow them in six or eight-inch pots or boxes containing leaf mould. Do not use fertilizer. Cover the seeds very lightly with soil. Leave the seedlings in the pots or boxes until they have finished growing. Plant the young bulbs out in October. 100 Seeds..... \$1.00      1000 Seeds..... \$5.00

## How To Sow Gladiolus Seeds

In the southern temperatures where there is only light frost or none, the seeds should be sown out in the late fall, in rows, in the open, one foot apart. The seeds should be covered with a half inch of sandy soil, about the same as onions. Water them well and keep them free from weeds. Cultivate the soil once a month. Many will flower five months after sowing. In climates where there is a heavy frost, it is best to sow the seeds in boxes or hot beds using good sandy leaf mould soil or 3 to 4 year old manure in which to sow them. Take them up in the fall and handle like the regular size bulbs.



### Petunia Seeds

Diener's Petunias stand supreme the world over. Since the introduction of my Ruffled Monsters in 1917 Petunias have come into great favor everywhere. People who previously did not care for Petunias chose my new giant types as their most favored flower and the demand for Petunias since the advent of the Ruffled Monster has increased enormously. I am steadily improving this strain in many ways and every year you will have something better than the year before.

Disregard claims from other growers stating that they have something better as there is nothing better than I offer here. You will always be sure of receiving true and first class quality direct from me. Some may state that their seeds are cheaper but so will be the quality for good seeds can only be raised by artificial hand polinization and years of experience in the proper selection of the mother plants is necessary as Petunias revert continually to the old type and only through years of experience is one able to offset this.

The disagreeable part of it is that the reverted ones flower first and so give the impression to a person unacquainted with the habits of Petunias that all the seeds are the same. However, the reverted types are less than 10% and I am reducing this percentage more every year. The name "Diener's" is registered as a trade mark with the U. S. Patent office and can only be used on seeds bought direct from me.



No. 42 in 3 inch Pots



No. 38 in 3 inch Pots



DIENER'S RUFFLED MONSTER PETUNIAS IN 3 INCH POTS. TWELVE WEEKS AFTER SOWING

### Petunia Plants

SINGLE Petunia Plants, from 3-inch pots.....\$ 2.50 per doz.  
 SINGLE Petunia Plants, from 3-inch pots..... 18.00 per 100  
 DOUBLE Petunia Plants, from 3-inch pots..... 3.50 per doz.  
 DOUBLE Petunia Plants, from 3-inch pots..... 25.00 per 100  
 Plants shipped from end of April to end of June only. Shipped Express, Collect. We do not guarantee Petunia Plant shipments to distances greater than 1000 miles.

WE DO NOT SHIP LESS THAN ONE DOZEN.

• • • • •

Richard Diener,  
 Oxnard, Calif.

Aberdeen, Wash.,  
 December 30, 1930.

Dear Sir: I again enclose a small order for seeds. As a matter of fact, one does not need to try very many. I was immensely pleased with the double Petunias from your seeds last year, wonderful flowers up to 6 inches across. They sold like hot cakes, almost before buds were opened. A few years ago one could hardly sell Petunias here but now the growing of fine flowers from your seeds is enabling me to sell more every year.

Yours faithfully,

K. W. BLADEN.



NO. 42. LARGE DOUBLE FRILLED. IN 3 INCH POTS. TWELVE WEEKS AFTER SOWING

# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

## Petunias

### Diener's Ruffled Monsters (Single and Double)

For those who want smaller amounts of all single kinds, you may have sample packages of each at 25c a package. Of numbers 22 and 23, sample packages are 10c. Sample packages of Double seeds 50c.

The varieties marked Ruffled Monsters are of giant size while the others are somewhat smaller. The size of flowers is given.

Please order Petunias by number.

	Trade Package	Sample Package
No. 1. <b>PINK (Ruffled Monster).</b> Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence .....	\$ .50	\$ .25
No. 2. <b>RED (Ruffled Monster).</b> Strongly veined Mahogany and black center. Average flowers 5 to 7 inches in diameter.....	.50	.25
No. 3. <b>VARIEGATED (Ruffled Monster).</b> Colors appearing in checks, blotches and stripes of red, pink and white. Flowers 5 to 7 inches in diameter.....	.50	.25
No. 4. <b>WHITE AND YELLOW CENTER (Ruffled Monster)</b> .....	.50	.25
No. 5. <b>RED WITH BLACK CENTER (Ruffled Monster).</b> Outer edge of the flower is red with a coal black center. Best liked and most used of all.....	.50	.25
No. 6. <b>PALE LILAC PINK (Ruffled Monster).</b> Heavily ruffled with strongly veined center. Flowers 4 to 5 inches in diameter....	.50	.25
No. 7. <b>RED AND WHITE VARIEGATED (Ruffled Monster).</b> Large yellow center .....	.50	.25
No. 18. <b>VARIEGATED HEAVY RUFFLED.</b> Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers 4 to 5 inches across (Ruffled Monster)	.50	.25
No. 20. <b>MAUVE (Ruffled Monster).</b> Center heavily veined with Royal purple. One of my most exquisite and most popular varieties. Average flowers 5 inches across. Very fragrant....	.50	.25
No. 41. <b>COPPER RED (Ruffled Monster).</b> An improvement on the much smaller copper bronze which had a habit of flapping the petals back. A very popular variety.....	.50	.25
No. 8. <b>RUFFLED MONSTERS MIXED.</b> This mixture contains all Ruffled Monsters mentioned above as well as many other colors, new this year. The average growth of the plant is more dwarf and if you want only a small amount of Petunias in your garden this is what you should order.....	.50	.25
No. 9. <b>FLESH PINK FRILLED.</b> A beautiful dwarf growing variety of flesh pink color. Flowers heavily frilled. This is a specially fine variety for growing in 4 or 5 inch pots or window boxes.....	.50	.25
No. 11. <b>DIENER'S BLUE.</b> I especially recommend this variety. It is of semi-dwarf growth and immensely free flowering. Flowers average 3 to 3½ inches. The color is a deep silky blue and is one of the most favored varieties.....	.50	.25
No. 14. <b>DIENER'S PINK GLORY.</b> The greatest novelty in Petunias. Pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. On the order of Rosy Morn. A very compact grower and is continually covered with flowers.....	.50	.25
No. 19. <b>GIANT PINK GLORY.</b> An improvement on Pink Glory. Same coloring as No. 14 but the blooms are twice the size and of more bushy growth. Exceptionally good for pot plants and window boxes. Also for massing in beds. It is one of the most showy varieties in existence.....	.50	.25
No. 22. <b>ROSE COLOR.</b> An improved Rosy Morn. Very showy and striking. Wonderful for massing in beds or borders. Very free blooming. Plants of dwarf growth, reaching a height of 6 to 7 inches. Flowers two inches in diameter.....	.25	.10
No. 23. <b>PALE AMARANTH PINK.</b> Like Rosy Morn but lighter in color. Flowers single, averaging two inches across, of dwarf growth. Is used extensively for bedding as it blooms profusely .....	.25	.10

# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

No. 15.	BLUE AND WHITE. Especially adapted for window boxes or hanging baskets.....	.50	.25
No. 17.	PALE SULPHUR YELLOW. Flowers single with heavily frilled edges.....	.50	.25
NOTE: All of our Double Petunia seeds are raised from double Petunias and so give the highest percentage of double seedlings and the slowest and poorest seedlings will turn out the best doubles among them.			
No. 24.	SALMON DOUBLE. A new color in Petunias which has made a hit with every visitor at our gardens. I have been working on this color for several years to bring it to perfection. Four inches in diameter.....	1.00	.50
No. 25.	COPPER RED DOUBLE. A fine new color which attracts immediate attention. About four inches in diameter.....	1.00	.50
No. 26.	GREEN EDGED DOUBLE. This type comes in all colors but all have a seam around the petals which is grass green. I have been working on this variety for the last eight years to bring it to perfection as it was at first somewhat weak. It will attract attention everywhere.....	1.00	.50
No. 27.	SALMON COLOR (Single). A beautiful, new color. Flowers four inches, frilled. A ranky grower for boxes and baskets.....	.50	.25
No. 28.	DOUBLE LAVENDER BLUE. Broad petals. Flowers 4 to 5 inches in size. Very free blooming.....	1.00	.50
No. 38.	DOUBLE RUFFLED MONSTERS MIXED. Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5 inch pots or bedding. Average amount of double varieties in this mixture is 50%.....	1.00 2.00	.50
No. 42.	LARGE DOUBLE FRILLED MIXED. I have worked on this strain for years to make it the finest double type for private as well as commercial growers. The percentage of double blooms is over 75%. They run in all of the most favored colors as I have used the average public taste for the combination of colors. There is nothing finer on the market today. Growth is more dwarf and compact and flowers are between 4 and 6 inches. Heavily ruffled and frilled. Plain white and whitish colors are very few in this mixture as most people do not want them. All colors are alive and appealing.....	1.00 2.00	.50
No. 43.	DOUBLE ROSE PINK FRILLED. A beautiful Petunia and a color which takes everyone's attention at once. Of the fluffy ruffled type with flowers 4 to 5 inches across.....	1.00	.50
No. 44.	DOUBLE FRILLED ROSE PINK AND WHITE VARIETATED. Of the fluffy ruffled type. Flowers 4 to 5 inches across. This variety attracted more attention than any other variety of Petunia at the Southern California Spring Flower Show at Pasadena and the Gladiolus Show at the Biltmore Hotel in Los Angeles in June, 1930. It is the grandest combination of colors yet produced in Petunias.....	1.00	.50
No. 45.	THEODOSIA (Petunia). Deep rose pink, medium size with edges heavily frilled. Very good for pot plants and bedding.....	.50	.25
No. 46.	(SINGLE) DEEP VELVET VIOLET. Flowers four to five inches. A 1932 novelty. Exceptionally beautiful.....	.50	.25

## PRICES FOR PETUNIA SEED IN QUANTITY

NOTE: Each of the following numbers, separately (not all the numbers mixed), are sold in quantity as listed below.

Of the following numbers (not mixed), 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 14, 15, 19, 20, 41, 27, 45.

1-64 oz.	1-32 oz.	1-16 oz.	1-8 oz.
\$3.00	\$5.00	\$10.00	\$20.00

Of Numbers 17, 22, 23 (Not Mixed)

1-32 oz.	1-16 oz.	1-8 oz.
\$3.00	\$6.00	\$12.00

Of Numbers 42, 38, 43, 44, 24, 25, 26, 28 (Double)

1-64 oz.	1-32 oz.	1-16 oz.
\$8.00	\$15.00	\$30.00

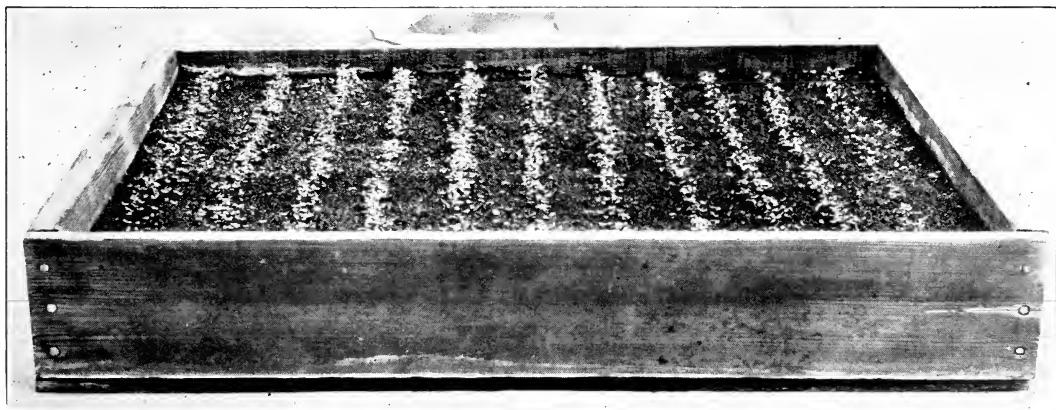
Larger amounts on request.



PETUNIA SEEDLINGS 8 DAYS AFTER SOWING

### Our Way of Sowing Petunia Seeds

As the proper way in sowing out Petunia seeds is the most essential part of their success, I am showing some photographs of how we handle them to get 100% germination. The pictures were taken eight days after sowing and the glass panes standing back of the boxes have just been removed. By sowing the seeds in rows as you see here we save transplanting as they are enabled to become large enough here to plant them at once in 3-inch pots and we are also able to stir the soil up between the rows. The boxes are 4 inches high, 24 inches long, and 16 inches wide. We cover the seeds with charcoal dust only.



### **Sowing Of Petunia Seed**

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil, but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Use a Scollay sprinkler. Do not sow the seeds too closely, as they are to attain three to four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds sowed out in this sterilized soil will germinate 100% and the young plants will grow faster and be more vigorous. Also you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings, a great many in one night. For this reason, seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seed occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seed.

If you have successfully raised Petunias from seeds before, use your own method. The above is given to those who are unacquainted with the handling of Petunia seeds.

### **Handling Of Young Petunia Plants When Growing In 3-Inch Pots For The Market**

In order to have large flowers and brilliant colors in three inch pots, a good soil is absolutely essential for the young plants.

Following are directions for preparing the best soil: It is best to use an even mixture of leaf mould and old rotten manure (four or five years old or from the hot bed). However, if no old manure is available leaf mould will do. To a cubic yard of soil add a four inch pot of fresh Portland cement, a five inch pot of bone meal, a five inch pot of dried blood and a regular water pail full of white sand. After mixing all of these ingredients, in a dry condition, run them through a fine screen. Let this soil lay in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using. Do not add anything else as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure, or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used plants will be spindly, flowers small and colors bleached out. This has been the cause with many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground as when planted too deep they take much longer to start growth and many will damp off.

My Petunias should not be pinched back when young as they are naturally stocky and of dwarf growth which I have accomplished by years of careful selection in that direction.

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work I have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked me are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture which you can obtain by sending to me. See the book page at the end of catalogue.

Richard Diener,  
Oxnard, Calif.

Cleveland Heights, Ohio,  
December 29, 1930.

Dear Sir: We sent to several places for Petunia seeds last season just to find out who had the best. Without a doubt yours were the most beautiful Petunias we ever grew. We had a great many and were able to satisfy our customers beyond words.

Respectfully,

E. McFARLAND (Florist).



**AMARYLLIS**  
**Diener's Everflowering**  
**Mammoth Hybrids**

Amaryllis have always been highly favored by myself and consequently I have applied special attention in improving them as much as possible. Among my early crossings there appeared a few which flowered two times in one year so I crossed them together, which gave me seedlings flowering even oftener than twice a year. Those I used for my stock of Amaryllis which I am now offering. Many flowers are from nine to fourteen inches across in diameter and have four to six flowers to the spike. The colors run from nearly white through all shades of pink into the deepest fiery scarlet. These Amaryllis always attract a great deal of attention. They are easy to raise and flower about fifteen months after sowing. They are very valuable as cut flowers. If the pollen is removed when the flowers open they will last for several weeks. These mammoth Amaryllis Hybrids are destined to be a wonderful show flower. Cultivation is simple. Soil suitable for a geranium or fuchsia is right for them. They must have shade when under glass. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulbs must be above the ground. They should be watered only when the top soil is dry. Amaryllis should be kept under continual cultivation all the year, never rested or kept dry. Soil should be changed once a year. The nearer they are kept to 70 degrees at night the more they will flower. Bulbs will be sent by American Express, charges collect.

PRICE: In 5 or 6 inch pots, \$2.00 to \$10.00, according to quality. Extra fancy varieties with giant size flowers from \$10.00 to \$25.00, according to quality.

Small bulbs taken from the large size bulbs which will make flowering plants in six months. **READY NOW.**

Per Dozen: **\$1.50**

Per 100: **\$10.00**

Prices for larger amounts on request.

In ordering less than 1 dozen Amaryllis plants add 25c for postage.



**AMARYLLIS**  
**Diener's Ever Flowering Mammoth Hybrid**

**Amaryllis Seeds**

Amaryllis seeds should be sown in boxes or seed pans (in greenhouse or hot bed) containing finely sifted sandy leaf mould to a thickness of three inches. Smooth out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one another) and cover with the same soil, just sufficient to hold down. Keep moist, but not too wet. If air is too dry cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants. Plants will come up in about three weeks and should remain in the same box for two or three months. Replant in three inch pots or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower fifteen months after sowing. Seeds may be sown at any time of the year in a greenhouse.

Price: 20 Seeds .50; 100 Seeds \$1.50; 1000 Seeds \$12.50.



### Diener's Amaryllis Equestris Hybrids

Amaryllis Equestris is a species of Amaryllis growing wild in the Philippine Islands and is everflowering there. About ten years ago I started to cross it with my own Hybrids, obtaining some wonderful new colors in copper, coral, salmon and orange. These I crossed again, this time for distinct colors and larger size. The ones I offer now are from the second generation and some even are from the third. They are unquestionably the most gorgeous colored and easiest growing Amaryllis so far produced and the size of the flower is nearly as large as my Giant Everflowering type. I exhibited flowers of this type at the Southern California Spring Flower Show at Pasadena in April, 1930, and they made a decided hit with the throng that attended the show. The colors are soft and clean. They run from flesh pink to salmon, orange, copper and red to the deepest scarlet. They have as many as six flowers to a stem. Raise all you can of these Amaryllis as you cannot help but make money with them. The main crop is around Easter but they flower several times through the year. They should be watered continually and not rested. Although they can be rested if desired. Curious enough, while snails are very fond of other Amaryllis they do not bother the Equestris Hybrids. They will flower from 15 to 18 months after sowing from seeds. Use small pots rather than too large. Six inch pots should be the limit.

PRICE: In 5 to 6 inch pots, \$2.00 to \$10.00, according to quality. Extra fancy varieties with giant size flowers from \$10.00 to \$25.00, according to quality.

Small bulbs taken from the large size bulbs which will make flowering plants in six months. **READY NOW.**

Per dozen \$1.50; Per 100 \$10.00. Prices for larger amounts on Request.

SEEDS: 20 Seeds .50; 100 Seeds \$1.50; 1000 Seeds \$12.50.

In ordering less than 1 dozen Amaryllis plants add 25c for postage.



## **DAHLIA BULBS**

Following I offer twelve new Dahlias of my own origination, all perfectly double, and since hundreds of people who visited my gardens during the last few years have taken down the number of the seedlings they were especially attracted to, I am giving the number of each variety with the name. From several thousand outstanding new seedlings these twelve varieties take the highest place and I am sure they will do so everywhere, even in very hot and dry climates, as they originated in a warm climate. All are good keepers when cut. I am negotiating at this time to have these twelve Dahlias patented under the new plant patent law.

### **Richard Diener**

(See Front Cover—Seedling No. 426)

Golden orange, iridescent. Around ten inches in size. Disease resistant, does not mildew. Each flower has a three to four-foot, strong, wire-like stem carrying the flower gracefully. It is one of the best keepers even in hottest weather. The flowers are ball-shaped when fully open, showing no empty back. This Dahlia is absolutely faultless in every detail and of all the varieties I have seen (and I have seen over 100,000 seedlings of my own) it beats anything shown yet. The fact that I named it for myself is enough guarantee for its superior quality. After watching it four years I have been unable to find anything wrong with it and I am perhaps the most severe critic of all. What my Gladiolus W. H. Phipps and Mrs. Leon Douglas are among Gladiolus today, the new Dahlia Richard Diener is among Dahlias, first in rank. As my personal time is taken up with so much work here I was not able to exhibit any of my Dahlias at shows, although I have visited all important shows. The color of this Dahlia is so outstanding and wonderful that it must be seen in order to realize its beauty as even a color picture cannot reproduce the iridescence of it. Every visitor during flowering season was struck by its beauty and most of them took the number of the seedling (No. 426). I am absolutely sure that in a very few years it will be one of the most widely grown Dahlias. It will easily overshadow anything in Dahlias just as my above mentioned Glads do in Gladiolus today. Is an easy and fast propagator and will make sure money for anybody who handles it.

Per Bulb \$10.00 (Divisions)

### **Edward Everett Horton**

(Seedling No. 538)

Snow-white, perfectly built double of very largest size and one foot in diameter on strong, straight, long stems. Flowers are perfectly placed. It is perhaps the largest white Dahlia with good stems so far produced. A winner.

Per Bulb \$10.00 (Divisions)

### **Mabel Terhune Swift**

(Seedling No. 217)

Phlox purple, flowers ten inches, self-color. One of the most perfect Dahlias I ever saw in growth, stems and placement of flowers. Unexcelled for cut flowers and bedding. Grows about five feet tall. Per Bulb \$10.00 (Divisions)

### **Miss Lillian Arnold**

(Seedling No. 540)

Pale Persian lilac, overlaid and speckled with Laelia pink, or silver pink in other words. A new type in Dahlias. A perfect Chrysanthemum-shaped, correctly and horizontally placed on long, wire-like stems. Ten inches in diameter. A variety of great merit.

Per Bulb \$25.00 (Divisions)

### **Marylin Alice Krouser**

(Seedling No. 303)

A semi-cactus, apricot orange. Flowers about seven inches. A color which has attracted every visitor. Brings a great amount of flowers on fine, graceful, wire-like stems. Grows about five feet tall. It is an excellent cut flower variety as well as for borders. Flowers show up well in the evening, under light.

Per Bulb \$10.00 (Divisions)

### **Mrs. Ralph E. Burson**

(Seedling No. 539)

White underground, each petal seamed and overlaid with rose purple. Long, fine stems; flowers about ten inches, very free flowering and a first class commercial florists' cut flower and a fine keeper. An unusual fine lavender Dahlia.

Per Bulb \$10.00 (Divisions)

### **Florence Ellis**

(Seedling No. 433)

Of large size, fine build on long, straight stems. Color is scarlet, reverse side of each petal is ochre buff yellow. A very attractive and showy variety.

Per Bulb \$10.00 (Divisions)



**Mrs. Charles Blackstock**  
(Seedling No. 473)

This Dahlia is a seedling from and a great improvement on "Queen of the Garden Beautiful." It was hard to bring the bulbs of "Queen of the Garden Beautiful" over the winter, but this new variety goes through the winter in best condition. Has enormous, perfect double flowers and broad petals of pale lemon yellow. An easy grower and propagator. Extremely free flowering and healthy. This variety is a Dahlia of the first magnitude and will take first rank by its merits alone. It is true that there have been a great many new Dahlias brought out during the last few years; I myself have brought out thousands of varieties better than there were, but when it comes to really outstanding ones this one is outstanding and will be for some time. I have had it under observation for four years and it is a winner.

Per Bulb \$10.00 (Divisions)

**Dahlias**

**Bessie H. Craig**

(Seedling No. 507)

Color: Lemon yellow speckled with light coral red toward the tips. Petals are curved and folded so that the reverse side comes to the front. Reverse side of petals is light coral red. A very attractive color combination. Flowers reach twelve inches in diameter without special effort. They have fine strong wire-like stems presenting the flowers in a most perfect way. A fine keeper, very free flowering and a very healthy grower. Perfectly double and faultless in every detail and one of the largest kinds in existence. On sale for the first time.

Per Bulb \$15.00 (Divisions)

**Bertha Lighton**

(Seedling No. 537)

Deep, velvety maroon, black in center. Ten inches in diameter; perfectly double flowers on long, strong stems. An unusually attractive variety and perhaps the darkest in existence.

Per Bulb \$20.00 (Divisions)

**Babe White**

(Seedling No. 102)

Liserian purple, of very large size on fine wire-like stems, perfectly placed; extremely free flowering and first of all to flower. A seedling of Mrs. Carl Salbach and will be in great demand for cut flower purposes and borders. It is a self-colored lilac.

Per Bulb \$5.00 (Divisions)

**Florence Roberts**

(Seedling No. 1)

Snow-white, flowers eight inches in diameter. Petals split on ends; very free flowering. This Dahlia has the finest slender, wiry stems of any Dahlia I have ever seen with the flower correctly placed. It is perfect in every way.

Per Bulb \$7.50 (Divisions)



**POMPON DAHLIAS**



CHRYSANTHEMUM DAHLIA

### Dahlia Seed

Through years of crossing of the finest varieties and with the aid of a most favorable climate for Dahlia seed raising, a low humid atmosphere which we have here, it is possible to raise seeds even from the very double types and with not a single Dahlia for a mile around.

With so many of the highest developed varieties of my own I am able to give you a high quality seed that you cannot procure anywhere else in the world. On account of the poor financial conditions I have made the prices so low that anybody can enjoy these creations although the value is ten times what I charge.

### Chrysanthemum Dahlia Seed (Mixed)

The Chrysanthemum Dahlia is one of the greatest achievements in Dahlias. The flowers are very large, curled and twisted, like Chrysanthemums, on stiff, wiry stems and the colors are the finest brought out yet. It is the best keeper for cut flowers. It took me years to perfect this type.

SEEDS FROM THE FINEST SELECTED, SEPARATELY GROWN:

25 Seeds .75	50 Seeds \$1.50	100 Seeds \$3.00	1000 Seeds \$15.00
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### Chrysanthemum Dahlia Seed (Mixed) Diener's Double Chrysanthemum Dahlia Seeds

SEEDS RAISED FROM SEEDLINGS, CHRYSANTHEMUM TYPE:

25 Seeds .50	50 Seeds \$1.00	100 Seeds \$2.00	1000 Seeds \$10.00
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### Snow White Dahlias, All Types Mixed

This is a mixture of all types of snow-white Dahlias, most of large size and some measuring over a foot in diameter on perfect wire-like but graceful stems. Very free flowering. Nothing to compare with this mixture.

25 Seeds .50	50 Seeds \$1.00	100 Seeds \$2.00
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CHRYSANTHEMUM TYPE DAHLIA

Cleveland, Ohio,  
October 17, 1930.

Richard Diener,  
Oxnard, Calif.

Dear Sir: The Petunias I bought from you this past season were more than satisfactory, they filled a long existant gap in the world of flowers for me. Though I have just started to commercialize my ability in flowers, I obtained numerous orders for Petunia plants for next season. The pepper tomatoes are wonderful and even now we pick a large number of them every day. Their solidity and lack of acid make them particularly palatable.

Sincerely,

MONTGOMERY BARNES JR.



TYPE OF FLOWERS OF THE GIANT DOUBLE HYBRID DAHLIAS

Richard Diener,  
Oxnard, Calif.

Iroquois, Ontario, CANADA.  
February 11, 1931.

Dear Sir: Have had seeds of your Ruffled Monsters for the past two years and had great satisfaction from them. Seemed as though every seed grew. The plants were strong, and the flowers the best seen in this locality. I have a number of fine Dahlias, both Hybrids and Chrysanthemum flowered. Pepper Tomatoes were fine in quality and did well with us. Also the Sensation Cucumber, which gave a heavy crop of excellent cucumbers. The zinnias were especially good.

Yours truly,  
ARTHUR J. FORWARD.

Richard Diener,  
Oxnard, Calif.

Fort Collins, Colo.,  
July 2, 1931.

Dear Mr. Diener: My ruffled petunias from your seed have started to bloom and are very beautiful. I have been more than pleased with the results from all the seeds I have gotten from you.

Sincerely yours,  
FRANK M. RICHARD.

Richard Diener,  
Oxnard, Calif.

St. Georges, BERMUDA,  
November 14, 1930.

Dear Sir: The flowers (Petunia) last year were beautiful and admired by all who saw them.

Yours truly,  
R. A. SWANSON.

Richard Diener,  
Oxnard, Calif.

Morgan Hill, Calif.,  
November 12, 1930.

Dear Sir: In our opinion, the Diener tomato is the best, both for canning and table use, of any we have ever grown. We raised tomatoes in San Benito County in 1926 and the Co-operative Cannery at Hollister furnished us with Diener seeds. We also raised the San Jose Canning tomato at the same time and so had ample opportunity to compare the two and note the superiority of the Diener tomato. Its shape is so attractive and the flavor so unexcelled.

Yours very truly,  
MRS. Z. B. WILLIAMSON.



**Pompon Dahlia**

Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from my strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants and road-stands.

100 Seeds \$1.00      1000 Seeds \$5.00

**Dahlia Maxoni**

Grows 7-10 feet high and flowers in the late fall, making an immense cluster of flowers of soft pink, each one about four inches in diameter. It flowers the first year from seed and makes large tubers like other Dahlias. It is very showy. In the northern climate it should be raised in large tubs in the open and taken inside when frost appears.

Trade Package \$1.00

**Diener's Giant Double Hybrids, Mixed**

This mixture contains only the largest and most perfect Dahlias the world has ever seen. Thousands of people have enjoyed the sight of this plot of beautiful blooms on my premises, right on the highway and facing the Southern Pacific Railway.

This summer this plot contained all of my largest and best stemmed seedlings of the last few years and most of the flowers averaged a foot in diameter. None of the plants were ever staked and some stood as high as eight feet. This mixture could really be called a Miracle mixture for never has anyone brought together such a variety of the highest bred Dahlias as are contained in this plot of all colors.

25 Seeds .75      50 Seeds \$1.50      100 Seeds \$3.00      1000 Seeds \$15.00

**Fancy Selected Dahlias**

Of all large flowering types including Chrysanthemum Dahlias.

25 Seeds .50      50 Seeds \$1.00      100 Seeds \$2.00      1000 Seeds \$10.00

**Cactus Dahlia Seeds, Mixed**

This is a mixture of many very fine Cactus Dahlias.

25 Seeds .25      50 Seeds .50      100 Seeds \$1.00

Dahlia seedlings should be planted three feet apart. They will commence flowering two months after planting and will flower earlier than when raised from bulbs.

**Directions For Sowing Dahlia Seeds**

Sandy leafmould or any good garden soil should be used. Use a box or pan to sow the seeds into. Fill the receptacle 3 inches with soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seeds should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up, which is natural with Dahlias. Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant in a 3-inch pot. In the pots they can be kept back for 2-3 months or until ready to go into the open. Plant in the full sun and stake early.

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Decatur, Alabama,  
December 5, 1930.

Dear Mr. Diener: Your Dahlia seeds, Giant Double Hybrids, are simply the finest I ever tried. My sister gave me a package of seeds in which there were 38 seeds. 35 came up, very few singles and six of the finest Dahlias I ever saw. I am a Dahlia fan and visit all shows within a radius of 500 miles. I have over 100 varieties and wish I had space for more.

Respectfully yours,

MRS. L. SENTIFF.

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Minerva, Ohio,  
October 20, 1931.

Dear Sir: The seeds purchased from you last season did remarkably well considering the fact that we suffered the worst drouth on record in this section of the country. The Chrysanthemum Dahlia seeds germinated about 80% and produced some remarkable flowers both for form and color. We were well pleased with the entire order and thank you most heartily.

Yours truly,

MINERVA DAHLIA GARDENS.



CACTUS DAHLIA TYPE

Richard Diener,  
Oxnard, Calif.

Denison, Texas,  
February 16, 1931.

Dear Sir: I want to thank you for the lovely Dahlias I have raised from your seeds. They have all been gems, not much culling necessary as they have come more than eighty per cent double and such monsters, seven to nine inches across!

Yours truly,

MRS. B. HUDSON.

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Berwyn, Illinois,  
January 24, 1931.

Mr. Diener: We bought Petunia seeds from you and they turned out to be the most wonderful Petunias we had ever seen. Since we were told that some concerns were handling your seeds which we found out later was not so. From now on we want only your seeds. The Dahlia seeds we bought from you some four weeks ago are up 100%. Me for your seeds.

Very truly yours,

PETER F. DUERINCK,  
(Wholesale Florist).



# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

## Sunshine Aster

(Improved Anemone Flowered)

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

Mixed colors. Per package.....\$ .25

## California Giant Asters

A new and excellent variety of Aster for the home gardener or florists. The delicately curled and interlaced petals form large fluffy flowers that are most beautiful. They are produced on long, willowy stems with fine foliage, but few or no side branches, which makes it possible to have large flowers without having to disbud. California Giants are one of the best cutting varieties, their long stems making them particularly desirable for the commercial grower or home gardener.

	Trade Package	Sample Package
Rose Pink.....	\$.50	\$.25
Purple.....	.50	.25
White.....	.50	.25
Lavender.....	.50	.25
Mixed.....	.50	.25

## American Beauty Asters

This lovely variety is a new addition to the popular Aster family. It is without doubt one of the best. The flowers have in-curved petals and are large and full, often measuring 4 inches across. The plants are of branching habit and the flower stems measure from 15 to 30 inches. The flowers have splendid keeping qualities.

	Trade Package	Sample Package
Rose Pink.....	\$.50	\$.25
Purple.....	.50	.25
Lavender.....	.50	.25
White.....	.50	.25
Shell Pink.....	.50	.25
Peach Blossom.....	.50	.25
Mixed.....	.50	.25

COLLECTION of the six above colors for \$1.00.

## Giant Crego Aster

Crego is one of the best of all Asters. It is heavy branching and brings a great many large sized flowers to one plant.

	Packet
Rose Pink.....	\$.25
White.....	.25
Shell Pink.....	.25
Lavender.....	.25
Mixed .....	.25

## Columbine

Long spurred, finest colors, mixed. Package.....\$ .25

## Watsonia Seed, Mixed

Watsonias are related to the Gladiolus, only much taller and more profuse in flower. They flower in February and March and cannot be raised outdoors where it snows or freezes hard, only in the semi-tropical zone or in greenhouses. They are excellent as cut flowers. Mine are the most up-to-date hybrids and come in all shades such as Gladiolus, except blue and yellow. The flowers are about three inches in diameter.

Sample package.....50c      Trade package.....\$1.00

Larger amounts on request.

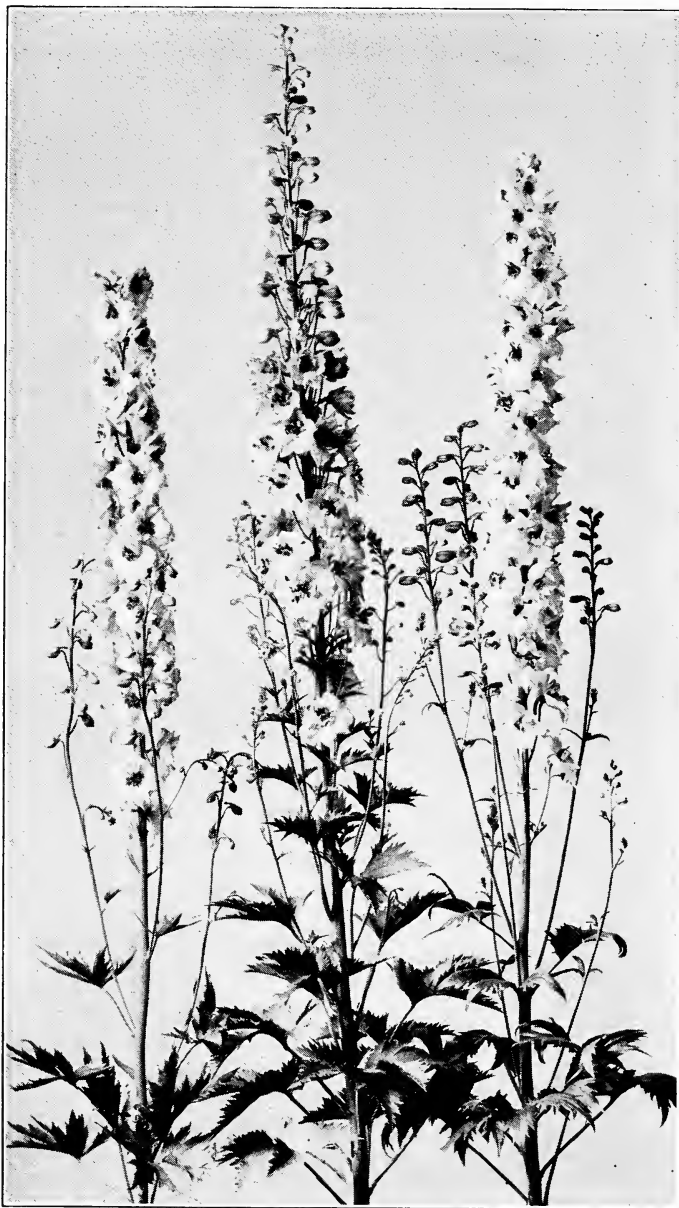
## Hibiscus

Giant Marvel Mallowe  
(Diener's Hybrids)

These new giant Hibiscus can be raised in the tropics as well as in Alaska. In cold climates they are absolutely hardy. The flowers are single and come from 7-10 inches in diameter. The colors run from snow white through all colors of pink to red and deep maroon. They grow on bushes from 6-8 feet high and flower about two to three months during the summer. Seedlings will flower the first year if handled correctly but they reach perfection during the second year. The bush dies down during the winter and comes up again during the spring. They are healthy and vigorous growers and will easily grow in any kind of soil. They require plenty of water. This is one of the most showy flowers in existence. A few bushes of it should be in every garden.

Mixed colors. Per package......50

Diener's Delphinium Hybrid Perennials  
"Dreams of Beauty"



FLOWER SPIKES 4 FT. HIGH CUT FROM 6 MONTH OLD SEEDLINGS

Sample pkg., .50; Trade pkg., \$1.00; ½ oz., \$2.50; 1 oz., \$5; lb., \$60.00.  
Directions for sowing:

Make a soil of leaf mould with a little sand and sift through a screen. Place this soil three inches deep in a box or bed and smooth the surface of the soil with a flat board. Then sprinkle the seeds over the surface and press them into the soil with the board. Do not cover with any soil or at least very lightly, not more than the thickness of the seeds, as they will not come up if too heavily covered. Moisten the soil with a fine sprinkler and cover the seed bed with burlap. Sprinkle the burlap two or three times a day to keep moist. Remove the burlap about eight to ten days after the seeds are up and keep the soil moist at all times. Under no condition do you use a fertilizer of any kind in this seed bed. Keep snails or slugs away by making a ring around the seed bed, with airslacked lime.

The largest and most perfect strain of perennial Delphinium so far produced. They are also the best strain to stand great heat. This has been proved in comparing the best European strains and those of this country with them.

The color combinations are exceptionally beautiful and the name Dreams of Beauty is about the most fitting for them as you will agree when you see them in flower. They bring immense flowers on slender, wirelike stems with laterals. They are disease resisting and do not mildew. Include all colors which run from pale skyblue through all shades of blue to the deepest indigo blue. Are alive and distinct, none of those pale, washed out colors in this strain. A great many have pink fillings. They are single, semi-double and double. I have received the finest testimonials from many countries concerning the seeds I have sent out in previous years but the seeds I am sending out this year will bring plants greatly improved in many ways to those sent out before. However, as I raise them in large amounts the price of the seeds will be less than others.

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

Rutland, Vermont,  
August 19, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Sir: Enclosed please find check for which send me another packet of Diener Hybrids "Dreams of Beauty" Delphinium. The first packet received from you have germinated about 100%.

Thank you,

V. H. LAVENE.

\* \* \* \* \*

Providence, R. I.,  
January 14, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Sir: The Petunia seeds I received from you last year were wonderful. I think that every seed germinated, and such wonderful plants. I had several compliments on my Petunias during the season and completely sold out of potted Petunias. I take this time to congratulate you on your success as a propagator.

Respectfully,

ROBERT B. PATON.

\* \* \* \* \*

Tantallon, Saskatchewan, CANADA,  
January 14, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Mr. Diener: Your seeds sent last year gave plants of splendid beauty. Germination was good and results, Double Frilled Petunias 85% double. Directions of growing the plants were so clear it made success possible.

Sincerely yours,

REV. W. J. BURTON.

\* \* \* \* \*

Denver, Colorado,  
January 12, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Sir: I want to say, Mr. Diener, that I believe you have the finest Petunias that were ever offered to the flower lovers in any country and you are entitled to great praise for this.

Yours,

JOHN L. RUSSEL,  
Supervisor of City Park.



A VIEW OVER A FENCE—DIENER'S DELPHINIUMS—DREAMS OF BEAUTY



STATICE SINUATA

### Statice Sinuata (Everlasting)

This is one of the best cut flowers for florists as well as the private gardens. Is easily and quickly raised and flowers continually. The more you cut of the flowers, the more it will flower.

By years of selection and crossing I have produced some beautiful clean colors in all shades of the rainbow and having large flowers on stems measuring from two to three feet.

Statice is to be cut when the flower is just at its best. Put up in bunches containing from one to two dozen stems to each bunch and hang them up in a dark room where they will keep for months. These are used during the winter months when flowers are scarce.

Directions for sowing: Sow the seeds in cold frames or boxes. Smooth the surface of the soil and sprinkle the seeds over it just as they are. Do not separate the seeds. Then press them into the soil with a smooth board. Cover them very lightly and keep them moist. If the atmosphere is very dry it is best to cover seeds with burlap and moisten the burlap three or four times each day. The seeds will be up in eight to ten days. Leave them in the full light as soon as the plants appear. Transplant two feet apart as soon as the seedlings have four or five leaves.

Blue.....	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Yellow.....	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Pink.....	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Mixed.....	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00

Larger amounts on request.

**PASTEL SHADES MIXED:** This is a mixture of all the most modern shades of statice of Chamois, reddish pink, flesh pink and all the intermediate colors for cut flowers and flower work. Nothing finer imaginable. All colors are clean and distinct. Years of crossing and selection has produced this wonderful strain. Sold for the first time. Try a package.

Packet .25; ¼ lb. \$1.00; 1 lb. \$4.00

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Rock Hill, S. C.,  
June 23, 1931.

Dear Sir: Everything I got from you is doing fine, especially the Statice. I'm cutting Statice in the loveliest colors I ever saw.

Sincerely,

MRS. S. J. KIMBAL.



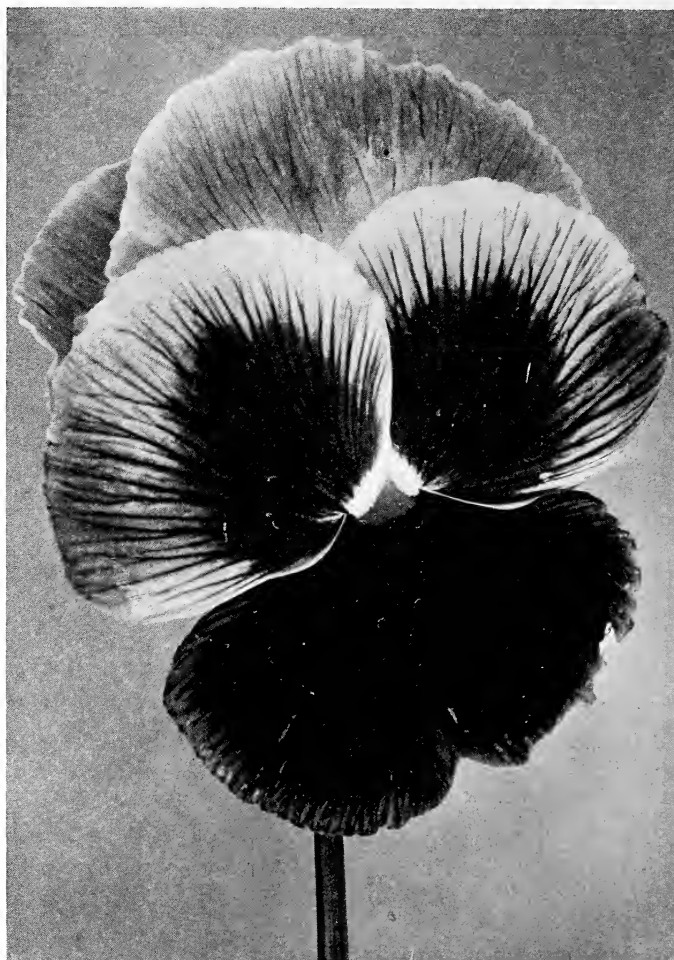
### Sweet Peas

The following varieties are creations of Mr. Anton C. Zvolanek and represent the best today in Sweet Peas.

	Price Per Packet
1. ROSE. One of the finest rose colored Sweet Peas in existence.....	\$ .25
2. PINK. Brilliant rose.....	.25
3. PERFECTION. Mammoth dark rose.....	.25
4. SUNBEAM. Long stemmed, light pink.....	.25
5. MISS ALICE M. RAINFORD. Dark salmon with cream touch. Very wavy....	.25
6. SANTA BARBARA. Mammoth dark orange red. Long stemmed.....	.25
7. COMET. Light salmon pink. Long stemmed.....	.25
8. WHITE ROSE. A mammoth, beautifully formed pure white.....	.25
9. BRIDAL VEIL. Large white with extra long stems.....	.25
10. IMPROVED SWAN. Purest white of large size.....	.25
11. MICHIGAN. A mammoth dark pure lavender with long stems.....	.25
12. ED ZVOLANEK. Lavender. Brings mostly four flowers to the stem.....	.25
13. MRS. CHAS. ZVOLANEK. A beautiful, clear lavender.....	.25
14. MISS ANNIE HOLSCHER. Blue and white variegated. Very artistic variety .....	.25
15. BLUE SENSATION. Clear blue.....	.25
16. PALE BLUE. Largest and clearest pale blue.....	.25
17. BLACK LADY. Dark maroon.....	.25
18. RED. Very large scarlet with extra long stems.....	.25
19. VULCAN. Fiery bright red.....	.25
20. GLITTERS. Large, orange scarlet.....	.25
21. GOLDEN ORCHID. Canary yellow. Large flowers and long stems.....	.25
22. PRIMROSE. Cream flushed with pink and bronze edges. Large flowers and long stems.....	.25
ZVOLANEK'S GRAND MIXTURE. One row of this mixture is a revela- tion in any garden. It consists of many of the finest varieties in existence in all existing colors. Nothing better could be had anywhere.....	.25

Per ounce: .75 Per pound: \$10.00

**DIRECTIONS:** In order to get best results with sweet peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them about four or five feet tall and train them over this. The seeds should be planted very shallow.



### Pansy Seed

**MIRACLE MIXED:** This mixture contains all the finest, largest Pansies and the newest colors on the market. It is one of the best strains to be had.

Sample pkg. .25	Trade pkg. .50	1/16 oz. \$1.00
1/4 oz. \$3.00	1 oz. \$10.00	

**MASTERPIECE MIXED:** This Pansy mixture contains all colors, flowers of large size with long stems and is best for cut flowers.

Sample pkg. .25	Trade pkg. .50	1/16 oz. \$1.00
1/4 oz. \$3.00	1 oz. \$10.00	

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Valley Head, Alabama.  
March 18, 1931.

Dear Mr. Diener: The 25 seeds of Chrysanthemum Dahlias that I bought from you last year were truly wonderful. Some of them measured over 9 inches across and were the most magnificent Dahlias I ever saw.

Very truly yours,

MRS. J. L. GARDNER.

\* \* \* \* \*

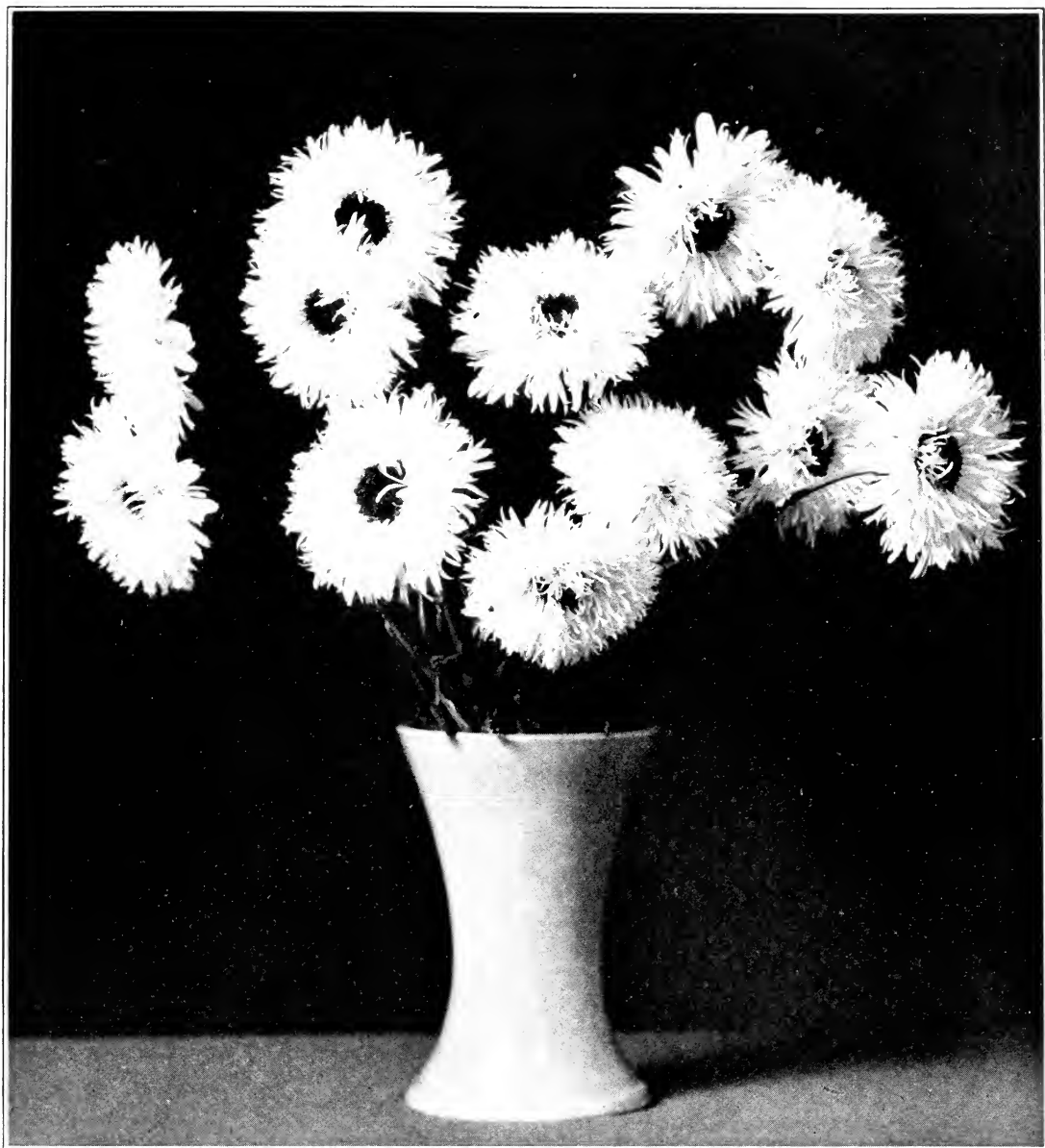
Richard Diener,  
Oxnard, Calif.

Charleston, W. Va.,  
January 29, 1931.

Dear Sir: I ordered seeds from you last year and in spite of the drough I had some beautiful Dahlias. Seven of the most beautiful red shades, and they were extremely large for the season. I am anxious to give your seeds a good chance.

Sincerely,

MRS. O. D. MICK.



NEW DOUBLE SNOW-WHITE SHASTA DAISY

### Shasta Daisy

#### SHASTA DAISY "PASADENA".

White, very long stems. Very free flowering. Package..... \$ .25

#### SHASTA DAISY GIANT SINGLE. (White).

Finest yet produced in many shaped types. Mixed package..... \$ .25

#### NEW DOUBLE SNOW-WHITE SHASTA DAISY.

This new Double Shasta Daisy is one of the finest cut flowers and bedding plants to be had. The flowers are over 5 inches in diameter and are just like giant Asters. They flower for about three months. The seeds are raised far away from other Daisies to insure a high percentage of doubles.

Package..... \$ .50      6 for..... \$2.50

### Scabiosa (Annual)

Giant flowering Double, blue mixed..... Per pkg. 10c  
 Giant flowering Double, mixed colors..... Per Pkg. 10c





ICELAND POPPY CALIFORNIA (DIENER)

Flowers are golden orange, exactly like the California Wild Poppy, *Echolzia Californica*, in size and color. It is a very valuable cut flower for growing under glass in the winter where it is raised the same as carnations, and for outdoor bedding. It flowers for months and brings a great amount of flowers on stems fifteen to twenty inches long and lasts well when cut. We are selling a quantity of Poppy plants locally in 3-inch pots at 10c each or \$1.00 per dozen; having one to two open flowers in eight to ten weeks after sowing. It is one of the best sellers I have ever seen. People who see it in flower immediately want it.

Sample package, 50c. Trade package, \$1.00. 6 Trade packages, \$4.00.

### Giant Zinnia

Great improvements have been made in the last few years in size and color and fine long stems, and it is one of the best strains in existence, growing about three feet high. All colors mixed .25 per package; Per ounce \$2.50

### Zinnias

Elegans Lilliput, small double flowers for borders or cut flowers, of dwarf growth. Finest mixed, Per package .25; Per ounce \$1.50

### New Cynoglossum Amabilis

"Chinese Forget-Me-Not" (Diener's Improved)

The best Forget-Me-Not so far produced. Each plant makes a mass of well built, long spikes of the finest Forget-Me-Not color, and is very valuable as a cut flower as well as for bedding plants. A great improvement on the original type.

Sample package .25; Trade package .50

### Thalictrum Dipterocarpum

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding.

Trade package .50; ½ oz. \$1.75; 1 oz. \$3.50

### Everbearing Strawberry Seeds

(From the two best and largest kinds)

The two varieties have been growing parallel with no other kind around and should bring some of the largest fruit seedlings ever produced. They have been crossed by insects. This seed will give those in far away countries a chance to get strawberries of the highest perfection today.

Sow these seeds as you would sow Pansy seeds. Always keep them moist and shaded. They grow very quickly and start to bear in four to five months after sowing. Every plant from this seed will be new and different. Select the outstanding seedlings of them for propagating, as they will always stay what they were originally.

1 Packet "Mastadon" Everbearing Strawberry seed.....\$1.00

1 Packet "Pride of Denver" Everbearing Strawberry seed..... 1.00



**Gerbera Jamesoni (Diener's Hybrids)**

(Transvaal Daisy)

The Gerbera seeds I am offering here are the acme of perfection and you could not get anything better anywhere. The colors are brought to the highest perfection and run from snow-white to many shades of light pinks, yellow, apricot, lavender to the highest scarlet with stems from two to three feet long and very free flowering. They are the daintiest flowers we now have for vase and decorations and have the best lasting qualities. (Illustrated on back cover.)

Gerbera seeds will not germinate after they are four to six months old. I harvest the seeds all year and will send only freshly harvested seeds. Every seed should germinate.

Directions for Sowing:

In parts of the country where only light frost occurs it is all right to sow Gerbera directly in the open, in rows one foot apart. Smooth the soil, then press the surface over with a flat board. Then draw the rows with a pencil so that the furrow is not deeper than one-fourth inch. Drop the seeds into the furrows, about three seeds to an inch, and close the rows by pushing the soil over them sideways with a flat piece of board, the less soil over the seeds the better for if they are too far under the surface they cannot come up. Water and cover with a frame made of cheesecloth shading. A light shade is necessary to bring the seeds up quickly. Keep the soil just moist, don't soak it for they do not want much water. They should be kept in the place where sown without transplanting for at least four months. Then they should be planted in four-inch pots in rich soil or in the open, fifteen inches apart. Care should be taken that just the root part is in the ground, the heart must be above the soil. Once a month is often enough to water them in the open and when they are watered see that they are moistened well. Planting in the open is best done in the fall. In cold climates it is best to sow them out in boxes filled with leaf mould soil in which some sand has been mixed and the soil must be at least four inches deep in the boxes. Here you may make the rows two inches apart and three seeds to the inch in the row. Leave the young plants in the boxes at least three months. Then either pot them or plant them in the open. They are semi-tropical and must be taken indoors where the ground freezes in the winter. When planted on benches in the greenhouse, they should be handled just like carnations and the temperature should be between 50 and 60 degrees, not over. They need plenty of light and air under glass. Gerbera is a perennial and after two or three years the plants can be divided up. Always keep them free from weeds and cultivate the ground at least every three weeks.

Package .50

1/16 Ounce \$1.50 (About 500 seeds)

1/8 Ounce \$2.25

1/4 Ounce \$4.00

1/2 Ounce \$7.00

**Tritoma**

**Diener's Hybrids**

(Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. My hybrids are the largest in height and length of flower clusters. Stems range from 4 to 6 feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds take from 4 to 6 weeks to come up and should be kept very moist.

Trade package 25c; 6 Trade packages \$1.00

**Tritoma Rufa Hybrids**

Tritoma Rufa is a small ever-flowering variety which I crossed with the others and obtained a strain which flowers almost continually. They are very free-flowering making stems two to three feet long. Very valuable for cut flowers and bedding.

**Directions:** Sow Tritoma seeds out in boxes or pans filled with sandy leafmould. Cover 1/6 of an inch with the same soil and keep moist and shaded. They will not come up for six weeks.

Package 25c; 6 packages \$1.00

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Detroit, Michigan,  
January 15, 1931.

Dear Sir: We had wonderful results from your seeds last year and our flower beds attracted considerable attention. It may interest you to know that as a result of our displays the Michigan State College at East Lansing, Mich., will be growing Diener Petunias this coming summer.

Yours very truly,

HOLY SEPULCHRE CEMETERY.

### **Tomatoes**

For many years I have been working on tomatoes, crossing all kinds together to derive a large size tomato of an exquisite flavor. I raised hundreds of large sized varieties, but their fruit was too imperfect, having heavy cores and being rather crippled.

In 1916 I first got what I had in mind, a good, large tomato from a cross of San Jose Canner and Trophy which is the Diener tomato now and which is now raised, mostly on the coast for canning, on thousands of acres, as it has proved the most satisfactory tomato for canning and for ketchup. One corporation raises over 6,000 acres of the Diener tomato.

The Ventura tomato is a smaller tomato of regular market size weighing from four to eight ounces. It is immensely free bearing, has very solid, perfectly formed fruit, and a very fine flavor. It is the best Fungi resisting tomato yet produced.

Most of the trouble with tomatoes on the coast is not disease, but too much sunlight. I have always believed that a tomato wants all the sun it can get, but that is not so as I found out by an experiment. I planted a patch of tomatoes, half under lath house shading and the other half extending into the full sun, both halves joining each other. The same variety, same seeds, soil, etc., were used. Those in the full sun died completely after the first crop was picked in August while those under lath shading kept healthy and bearing fruit until February, six months longer than those in the full sun. The variety that I used for this trial was the Ventura tomato, so if you have trouble in raising tomatoes in your locality, try shading them. Cheesecloth will do for shading if you have just a small garden. Raise a few tomatoes in small lots. It is best to train them up on eight foot high 2-inch stakes. Train just one shoot, cut all side shoots away and tie the main shoot with strong twine. Set the stake at least 2½ to 3 feet in the ground so it will not fall over in heavy rains and wind. Place the stakes about three feet apart. Enrich the soil by fertilizing. Water once a week, but never over the leaves. Keep the leaves and flowers dry as otherwise the flowers would drop off. By this method you will be able to raise a quantity of fruit of the finest quality. The pepper tomato has a more spicy flavor and many of my customers prefer this variety.

### **Tomato Collection**

For those that have a small garden and want only a few plants of each, I have a collection of a few seeds of Pepper, Diener, Ventura and Yellow tomatoes and a package of cucumber seeds, ALL FOR 25c.

### **The Diener Tomato**

#### **"King of All Tomatoes"**

This tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out, leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds so is exceptionally fine for catsup.

Seed, per pkg. .25; per Trade pkg. .50; per Oz. \$1.00; per Lb. \$15.00

### **Diener's Forcing Tomato**

For Greenhouses and Frames. An immense free bearing tomato of about 4 to 5 ounces, fine red meat and the fruit is very even. There is not anything better in existence for this purpose today.

Trade pkg. 50; per Oz. \$2.00

### **The Pepper Tomato (Diener)**

A cross between Bell Pepper and Tomato. This tomato should be in every garden, having the pepper flavor added to the tomato it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg-shaped than round, and from four to six ounces in weight.

Per pkg. .25; per Trade pkg. .50; per Oz. \$1.00; per Lb. \$15.00

### **Diener's Yellow Tomato**

This is a large, yellow tomato, very early and free bearing. It has a fine, non-acid flavor. If you have eaten it once you will want it in your garden every year.

Package 25c



**New Blight-Resisting Tomato**  
"Ventura" (Diener)

Ventura is the most perfect tomato produced so far as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. It is extremely free bearing. To get the true variety always get the seed direct from me.

Seeds from Cutting raised plants: Per pkg. .50; per Oz. \$5.00

Seeds from Seedling raised plants: Per pkg. .25; per oz. \$1.00; per lb. \$14.00

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Queens Village, N. Y.,  
March 21, 1931.

Dear Sir: I have usually bought tomato plants but last year raised my own from your Diener tomato seeds. I am usually skeptical in regard to descriptions in seed catalogues because so often results are described which have been obtained under ideal conditions brought about by extraordinary care. I must say that when you say the Diener tomato averages a pound it does just that without any trouble. That is why I am going to grow my own plants again this year.

Very truly yours,

RUTH C. CHRISTMAN.

\* \* \* \* \*

**Freesia Seeds**

From my own Hybrids. They run mostly in lavender, blue, purple, yellow and white. There are some among them with reddish and pink tints. Flowers mostly double the size of the regular kinds and even larger. They have long stems and I believe there is nothing better in existence. I am increasing the stock from some of my finest and largest seedlings of the last few years and the seeds are taken from these. If sowed out early many will flower five to six months after sowing.

Trade package \$1.00

Sample package .50



### Cucumber Seed "Sensation"

This cucumber has proven to be the most valuable variety for forcing under glass and in hotbeds as well as for outdoors. In a greenhouse with a temperature of 70 degrees, the fruit reaches the length of 12 inches in one week and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately. Price per pkg. 50c

### Directions For Planting Cucumbers In Greenhouse

The best way to raise cucumbers in the greenhouse is to make a ground bed of horse manure three feet high, packed as hard as possible which has been moistened well when packed. Put over this one foot of good, old rotten manure or hot bed soil with a little sand mixed together with the manure. Then plant one row of young cucumber plants, preferable from 3-inch pots, about four feet apart, two plants to the spot, the two being about six inches apart. (The two plants are planted together so that if something happens to one there is always another plant to fill in the space.) The vines should be run over wide meshed wire netting which should stand 45 degrees. The vines should not be tied so when the manure settles there should be plenty of play. Otherwise the plants would pull out of the soil. If fresh horse manure is not available, leaf mould with plenty of cow manure mixed will do. It must be at least three feet high in the bed and the temperature never under 70 degrees at night.

### Cucumber "German Delicatess"

One of the best cucumbers for outdoor growing. Has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against disease. Per pkg. 25c Per oz. \$1.00

### The Aztec Bean

It is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific, and we recommend anyone who raises beans to give it a trial. Late frost in spring will not kill the young vines. Price per pkg. 50c

Richard Diener,  
Oxnard, Calif.

Dear Sir: Please send me latest catalogue, I especially want Delphinium for I have tried many kinds but have never had as choice varieties as I bought from you a few years ago.

And oblige,

MRS. A. ESCHENBACH,  
Kenmar Gardens.

Richard Diener,  
Oxnard, Calif.

Dear Mr. Diener: Early in the spring we sent you our check for 1000 Amaryllis Hybrid seeds. They came promptly. We planted them according to your instructions. I do wish you could see them, some of them are now four leaves high, and just as full of life and vigor as one could wish for. We got 727 plants from the thousand seeds. We bought 1000 seeds from another firm at the same time, not a single one did we get up. We also secured from the Department of Agriculture 300 seeds. We got 101 plants.

Sincerely yours,

INTERIOR NURSERY CO.

Williamsport, Pa.,  
June 17, 1931.

Perkinston, Miss.,  
June 25, 1931.

**RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.**

Greenville, Penna.,  
October 15, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Mr. Diener: Thought it my duty to write you to tell what wonderful Petunias I grew from the seeds I ordered of you. They were glorious. The double ones were so very large and full. The large single varieties were a riot of color from the pastel shades into the rich deep tones.

Very sincerely,

MRS. R. M. STEVENSON.

Dearborn, Michigan,  
December 26, 1930.

Richard Diener,  
Oxnard, Calif.

Dear Sir: We have been buying Petunia and other seeds from you for two or three years and find them very satisfactory and fertile, having fine germination, almost 100% true and pure.

Sincerely,

JAS. A. PARKINSON.

Richard Diener,  
Oxnard, Calif.

Oswego, New York,  
August 18, 1931.

Dear Sir: It has been my good fortune the past two years to buy Gladiolus bulbs from you and I believe it my duty to tell you of the wonderful flowers they have produced. This is the second year I have grown the Spirit of St. Louis, and while it was wonderful in 1930, it's away ahead of last year now. There are some real "Glad" fans here and they are well pleased with it.

I went into the garden this morning and saw Mrs. Armsby for the first time and some spikes had four or five flowers open. It certainly is a beauty. Your American Beauty, Geraldine Farrar and Mrs. J. R. Walsh are all fine. I have Dr. Bennetts five feet high and Mrs. Leon Douglas over five and a half and flowers in proportion.

Yours truly,

RICHARD PEARSON.

San Jose, California,  
February 7, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Sir: It is a pleasure to buy and receive seeds and bulbs from you. Your seeds and bulbs are of the finest and produce better and truer to form and color than any I have ever received and your very careful and good way of packing is a treat to anyone who has received packages from other seed houses. Also, your prompt shipment is far better than most.

Very truly,

B. BAKER.

Warwick, Queensland, AUSTRALIA,  
January 20, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Mr. Diener: I must congratulate you on the wonderful germinating power of your ruffled Monster Petunia seeds. I have been growing this strain for many years and have raised hundreds of plants and I am delighted to say without a failure.

Yours sincerely,

ERICK ANDERSON.

Providence, R. I.,  
November 28, 1930.

Richard Diener,  
Oxnard, Calif.

Dear Sir: I want to take this opportunity to congratulate you on the splendid work you are doing that we may grow beautiful flowers. The Petunia seeds I bought from you last year grew into sturdy plants and the wonderful blooms, in size and color, were the admiration of the neighborhood.

Gratefully yours,

ALBERT L. MIDGLEY.

Toronto, Ontario, CANADA,  
February 28, 1931.

Richard Diener,  
Oxnard, Calif.

Dear Sir: I have used your Petunias in collection of annual flowers at the Canadian National Exhibition for several years and the Petunias are always greatly admired and commented upon. It is without hesitation that I say the Petunias have greatly contributed to my success in winning the first prize awards and amateur sweepstakes.

Yours truly,

H. F. TAYLOR.

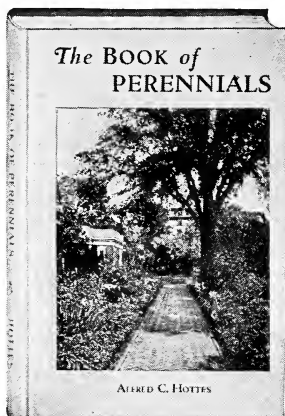
Richard Diener,  
Oxnard, Calif.

Casnovia, Michigan,  
March 23, 1931.

Dear Sir: I beg to report on the Petunia seeds ordered of you last fall, they were certainly 100% fertile as have nearly 1000 plants from \$2.00 worth of seeds.

Very truly,

PREMIER GARDENS.



# Practical Gardening Books

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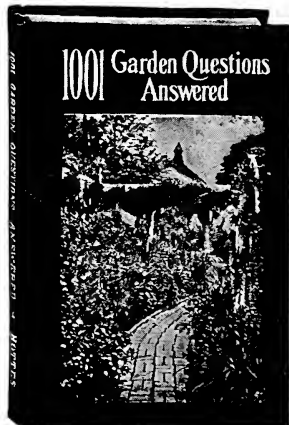
By Sawyer and Perkins. Two closely related subjects treated under one cover. Small and medium pools. 112 pages, 59 illustrations. Cloth \$1.50; postpaid, \$1.65.

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## The Cactus Book

By Dr. A. D. Houghton

Just select the right kinds and you can grow cacti in any climate and under any conditions, with flowers up to a foot across and sometimes 200 blooms on a single plant. This book tells you which cacti to buy and how to grow them outdoors or indoors; how to raise from seed, hybridize, make cuttings and grafts, and everything else connected with successful cacti growing. 18 illus.; 145 pages. \$2.25.

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Hempstead, N. Y.,  
July 30, 1931.

Dear Sir: When I ordered Petunia seed last fall, in place of No. 28, you sent me a package marked "Double Salmon." It is the most beautiful color I have ever seen in Petunias and very double. The pink and white double is also very beautiful.

Sincerely yours,

MRS. W. C. FERGUSON.

\* \* \* \* \*

## The Laws of Hybridizing

Discovered by Richard Diener

The first workable laws ever discovered in Plant and Animal Breeding. Any form, size of flowers, fruit and grain can be obtained by the application of these Natural Laws in the quickest possible way. All of our Gladiolus, Petunias, Amaryllis, etc., were obtained by applying these Laws. Anybody doing any plant or animal breeding should know them in order to gain the desired results.

Included is an explanation of what Plant Life is; Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. Elegantly printed and illustrated.

Sold directly through me only, at \$5.00 per copy.

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Paso Robles, California,  
February 16, 1928.

Dear Sir: I have recently read your "THE LAWS OF HYBRIDIZING." A fascinating story. Thirty minutes' reading and you have given me a more definite knowledge of the laws governing plant and animal life than a year each of high school botany and biology.

Very truly yours,

IRWIN R. CAMMACK.

\* \* \* \* \*

Richard Diener,  
Kentfield, California.

Normal, Illinois,  
Feb. 5, 1924.

Dear Mr. Diener: Since my little visit with you I have carefully re-read your book of "THE LAWS OF HYBRIDIZING" and I appreciate it very much more than ever. You have more boiled down information in this book than I have ever succeeded in getting outside of the first real contribution that was ever given to heredity by Mendel, and the nice thing about it is the demonstration of your laws in the plants you have given the public.

Yours sincerely,

A. M. AUGUSTINE.

\* \* \* \* \*

Richard Diener,  
Kentfield, California.

522 Western Avenue,  
Glen Ellyn, Illinois,  
October 13, 1924.

Dear Sir: This is to advise you that I have received RICHARD DIENER'S "LAWS OF HYBRIDIZING" and find the contents very clear, concise and interesting. Needless to say, I intend to practice them next season and expect some very interesting results.

Very truly yours,

HARRY ANDERSON.

\* \* \* \* \*

Richard Diener,  
Oxnard, Calif.

Palm Beach, Florida,  
August 23, 1930.

Dear Sir: I grew from seeds purchased from you some of the finest Petunias, both single and double, that was ever seen around here. They were wonderful.

Very truly yours,

DAVID D. HOWELLS,  
Landscape Specialist.



## INDEX

### Flower Seeds

	Page
Amaryllis.....	15, 16
Asters.....	25
Columbine.....	25
Delphinium.....	26
Daisies.....	31, 33
Dahlias.....	20, 23
Freesias.....	35
For-get-me-not (Chinese).....	32
Gladiolus.....	7, 8
Hibiscus.....	25
Petunia.....	11 to 12
Pansy.....	30
Poppy (Iceland).....	32
Statice Sinuata.....	28
Scabiosa.....	31
Sweet Peas.....	29
Thalictrum Dipterocarpum.....	32
Tritoma.....	33
Watsonias.....	25
Zinnias.....	32

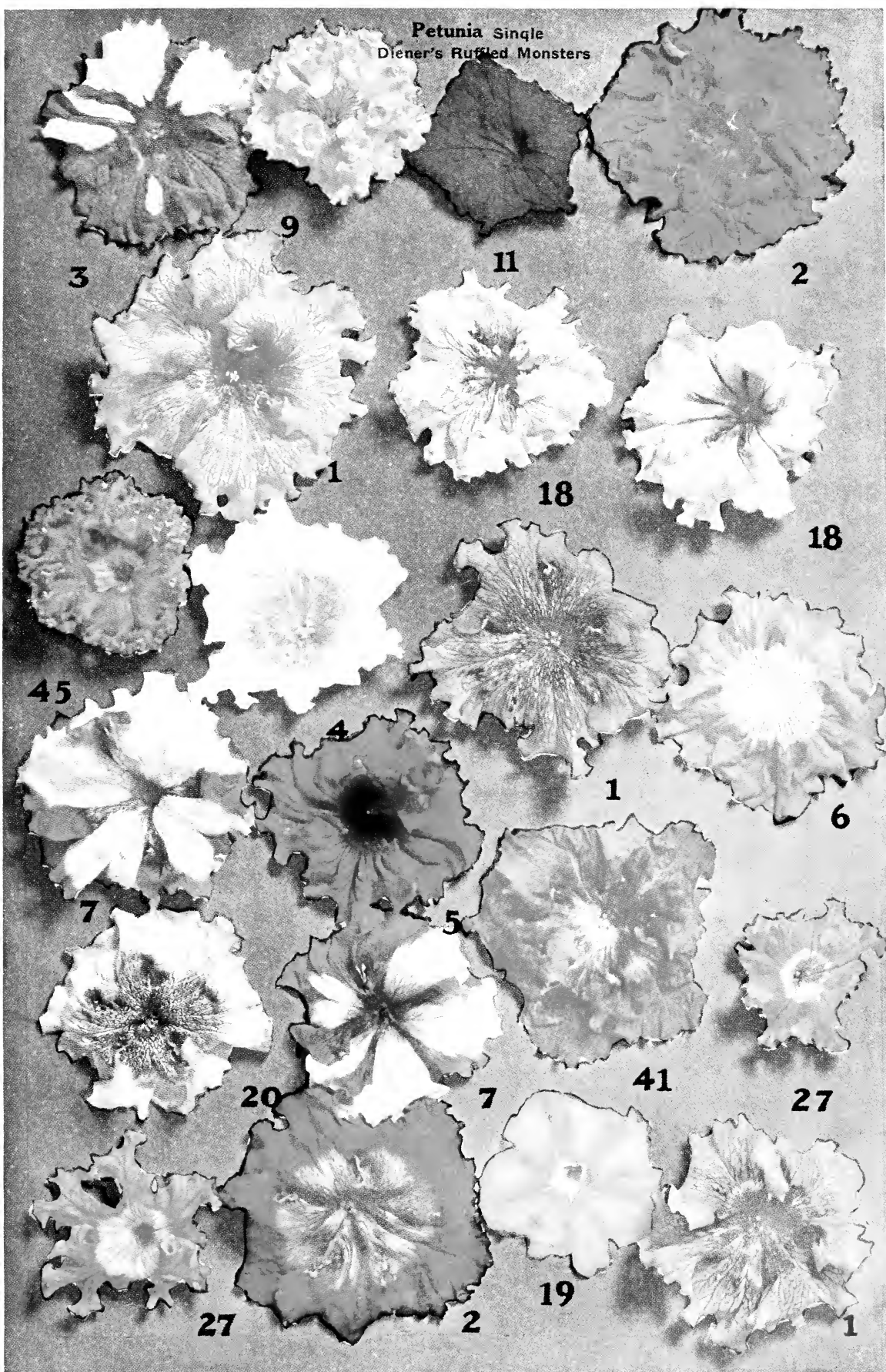
### Vegetable Seeds

Beans.....	36
Cucumbers.....	36
Tomatoes.....	34 to 35
Strawberries.....	32

### Bulbs, Plants, Books

Amaryllis.....	15 to 16
Dahlias.....	17 to 19
Gladiolus.....	4 to 8
Books.....	38, 39

**Petunia Single**  
**Diener's Ruffled Monsters**





**Gerbera Jamesoni Diener Hybrids**  
(Transvaal Daisy)